

## Program Statement: BSBA in Marketing CIP Code: 52.1401 Level: Undergraduate

Linkage between Expanded Statement of Institutional Purpose,  
Department/Program Intended Outcomes/Objectives, Assessment Criteria and Procedures,  
Results, and Use of Results at our University

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p><b>UCF Mission:</b> UCF is a metropolitan university committed to providing the finest undergraduate education in Florida, achieving international prominence in key graduate educational and research programs, promoting a global perspective, fostering inclusiveness and diversity, and becoming America's leading partnership university.</p> <p><b>CBA Mission:</b> The mission of the College of Business Administration is to provide quality business education programs, at the undergraduate, graduate and executive levels, to the citizens of the state of Florida and to selected clientele nationally and internationally. In delivering these programs, the College places primary emphasis on excellent teaching, research and service with a strong commitment to developing mutually supportive relationships with the business community of Central Florida.</p>	<p>1. Knowledge: A student graduating with a degree in Marketing will possess substantial knowledge in the following topical areas:</p> <ul style="list-style-type: none"> <li>• Management / Strategy:               <ul style="list-style-type: none"> <li>- Market segmentation</li> <li>- Target marketing</li> <li>- Product positioning</li> <li>- Competitive analysis</li> <li>- Industry structure analysis</li> </ul> </li> <li>• Market research</li> <li>• Customer behavior</li> <li>• Marketing intelligence</li> </ul>	<p>1.a. Marketing majors will complete a comprehensive exam. The exam, prepared by a faculty panel, will tap selected dimensions of marketing knowledge itemized in column two. A panel comprised of four department faculty members will evaluate exam results each academic year. Furthermore, the panel will evaluate a sample of written case analyses prepared by marketing students which tap the same dimensions of knowledge. Ninety percent of sampled Marketing majors will receive a rating of "Satisfactory" or better from the panel of faculty judges.</p> <p>1.b. Eighty percent of Marketing alumni responding to a bi-annual survey will "strongly agree" or "agree" with the following statement: "I am satisfied with the knowledge I acquired in my major."</p>	<p>1.a. Results were as follows:</p> <ul style="list-style-type: none"> <li>• Management/strategy: 88% satisfactory or better.</li> <li>• Market research: 93% satisfactory or better.</li> <li>• Customer behavior: 80% satisfactory or better.</li> <li>• Marketing intelligence: 68% satisfactory or better.</li> </ul> <p>1.b. 82% agreed or strongly agreed.</p>	<p>1.a. This outcome has only marginally been met, although results of three of four dimensions improved over 1997. Outcomes for management/strategy, customer behavior, and marketing intelligence were not met. Department met and approved the following substantive changes to <i>IM2020</i> courses: management and strategy—more emphasis on target marketing, positioning, and industry structure analysis; customer behavior—emphasis on social psychology, involvement, and motivation; marketing intelligence—include information systems, types of data, and the intelligence cycle. The <i>IM2020</i> instruction committee will continue to monitor this outcome during the next cycle.</p> <p>1.b. The outcome has been met. No action was taken. We will continue to monitor this outcome during the next cycle.</p>

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<p><b>Program Mission:</b> The Department of Marketing at the University of Central Florida will provide undergraduate students with an innovative marketing program which will develop the necessary knowledge, skills, and depth of understanding to compete and be productive in a dynamic environment.</p>	<p><b>2. Skills:</b> UCF Marketing majors will graduate with enhanced skills in the following areas: speaking, writing, problem solving, interpersonal work skills, and technological skills.</p>	<p>1.c. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capstone marketing strategy class) will "strongly agree" or "agree" with the following statement: "The marketing major at UCF has provided me with adequate marketing related knowledge."  2.a. Marketing majors will accumulate a portfolio of selected skill-based projects across the IM*2020 curriculum. A panel comprised of five department faculty members will evaluate a sample of student portfolios each academic year. Ninety percent of sampled Marketing majors will receive a rating of "Satisfactory" or better from the panel of faculty judges.</p>	<p>1.c. 83% agreed or strongly agreed.  2.a. Results were:  <ul style="list-style-type: none"> <li>• Speaking: 87% satisfactory or better.</li> <li>• Writing: 100% satisfactory or better.</li> <li>• Problem-solving: 87% satisfactory or better.</li> <li>• Technology: 100% satisfactory or better.</li> </ul> </p>	<p>1.c. The outcome has been met. No action was taken. We will continue to monitor this outcome during the next cycle.  2.a. This outcome has been partially met. Outcomes for speaking and problem-solving skills were below the threshold, although the levels improved over 1997 results. Faculty will continue to emphasize speaking in MAR3391 and problem solving in MAR3613. Faculty also agreed to place much more emphasis on individual speaking and writing assignments relative to group assignments. Faculty approved a plan to survey all courses in the IM2020 curriculum to determine the extent each skill is covered, then meet and decide on treatment in each course, and implement by Fall 2000. Faculty approved a new course in Internet Marketing that will emphasize technology and problem-solving; should introduce in Fall 2000. We will continue to monitor this outcome during the next cycle.</p>

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		<p>2.b. In a bi-annual survey, ninety percent of employers will rate UCF Marketing majors as above average or excellent on the skills listed below:</p> <ul style="list-style-type: none"> <li>• Speaking</li> <li>• Writing</li> <li>• Problem-solving</li> <li>• Interpersonal</li> <li>• Technology</li> </ul> <p>2.c. Eighty percent of marketing alumni responding to a bi-annual survey will "strongly agree" or "agree" with the statements listed in 2.d..</p> <p>2.d. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capstone marketing strategy class) will "strongly agree" or "agree" with the following statements:</p> <ul style="list-style-type: none"> <li>• I can effectively deliver an oral presentation to an audience.</li> <li>• I can effectively prepare a written report as part of my job.</li> <li>• I possess adequate problem solving skills.</li> <li>• I can work effectively on a team.</li> </ul>	<p>2.b. Results were:</p> <ul style="list-style-type: none"> <li>• Speaking: 84% above average or excellent.</li> <li>• Writing: 74% above average or excellent.</li> <li>• Problem-solving: 68% above average or excellent.</li> <li>• Interpersonal: 90% above average or excellent.</li> <li>• Technology: 84% above average or excellent.</li> </ul> <p>2.c. Results were:</p> <ul style="list-style-type: none"> <li>• Oral presentation: 93% agreed or strongly agreed.</li> <li>• Written report: 89% agreed or strongly agreed.</li> <li>• Problem-solving skills: 78% agreed or strongly agreed.</li> <li>• Team: 91% agreed or strongly agreed.</li> <li>• Computer skills: 55% agreed or strongly agreed.</li> </ul> <p>2.d. Results were:</p> <ul style="list-style-type: none"> <li>• Oral presentation: 77% agreed or strongly agreed.</li> <li>• Written report: 92% agreed or strongly agreed.</li> <li>• Problem-solving skills: 85% agreed or strongly agreed.</li> <li>• Team: 92% agreed or strongly agreed.</li> <li>• Computer skills: 75% agreed or strongly agreed.</li> </ul>	<p>2.b. This outcome has been met only for interpersonal skills. Outcomes for speaking, writing, problem-solving, and technology were below the 90% threshold. Corrective actions reported in 2a. apply to these deficiencies. We will continue to monitor this outcome during the next cycle.</p> <p>2.c. This outcome was partially met, with the exception of problem-solving and computer skills. Corrective actions reported in 2a apply to these deficiencies. We will continue to monitor this outcome during the next cycle.</p> <p>2.d. This outcome has been partially met, with the exceptions being oral presentation and computer skills. Corrective actions reported in 2a apply to these deficiencies. We will continue to monitor this outcome during the next cycle.</p>

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	<p>3. Career Preparedness: UCF Marketing majors will graduate with a high degree of career preparedness.</p>	<ul style="list-style-type: none"> <li>• I am proficient in computer related skills.</li> </ul> <p>3.a. Seventy-five percent of respondents to a bi-annual survey of employers will "strongly agree" or "agree" with the following statement: "Overall, graduates of this program are well prepared for careers in Marketing."</p> <p>3.b. Eighty percent of alumni responding to a bi-annual survey will "strongly agree" or "agree" with the following statement: "Overall, I feel confident that I can compete in the job market with graduates in my major from other universities."</p> <p>3.c. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capstone marketing strategy class) will "strongly agree" or "agree" with the following statement: "Overall, I feel the UCF marketing program has prepared me well for today's dynamic business environment."</p>	<p>3.a. 95% agreed or strongly agreed.</p> <p>3.b. 84% agreed or strongly agreed.</p> <p>3.c. 75% agreed or strongly agreed.</p>	<p>3a. This outcome was met; no action was taken. Faculty noted in discussion that employers perceive students as being much better prepared than students do. On this dimension the department will place greater weight in the reports by employers. We will continue to monitor this outcome during the next cycle.</p> <p>3.b. Since the outcome was met no action was taken. We will continue to monitor this outcome during the next cycle.</p> <p>3.c. This outcome was not met. Faculty discussed and approved the injection of casework and applied exercises into much more of the curriculum. Two focus groups with graduating seniors will be conducted in December to delve more deeply into the specific reasons students do not feel prepared.</p>