

**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 College of Business Administration advances the University's mission and goals in providing intellectual leadership through teaching, research, and service. The College delivers research and quality business education programs at the undergraduate, graduate, and executive levels to citizens of the State of Florida and to select clientele nationally and internationally.</p> <p>The College's faculty of scholar-teachers is committed to providing</p>	<p>1. <b>Knowledge:</b>                      A student graduating with a degree in Marketing will possess substantial <b>knowledge</b> in the following topical areas:</p> <ul style="list-style-type: none"> <li>• Marketing Management and 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 in Summer 2000. Furthermore, the panel will evaluate a sample of written case analyses prepared by marketing students that tap the same dimensions of knowledge. Eighty 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: 72% satisfactory or better.</li> <li>• Market research: 100% satisfactory or better.</li> <li>• Customer behavior: 68% satisfactory or better.</li> <li>• Marketing intelligence: 74% satisfactory or better.</li> </ul> <p>1.b. 82% agreed or strongly agreed.</p>	<p>1.a. To be determined—IM*2010 review committee is currently working on recommendations for upgrading the curriculum.</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>the academic community with high-quality contributions in basic scholarship, applied scholarship, and instructional development. The College delivers quality teaching in comprehensive academic programs that build on the University's foundation in the arts and sciences. These programs are designed to provide students with competencies, skills, and knowledge that serve the business community's national and international needs. Service to its community is an important extension of the teaching and research mission of the College. The College also engages in mutually enriching partnerships with the business community.</p> <p>The College of Business Administration is committed to and embraces academic and cultural diversity, the free expression of ideas, equality of all people, and the dignity of the individual. Furthermore, the College provides a creative and technologically advanced environment for the delivery of innovative and progressive programs.</p> <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</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."</p> <p>2.a. Marketing majors will accumulate a portfolio of selected skill-based projects across the <i>IM*2010</i> curriculum. A panel comprised of five department faculty members will evaluate a sample of student portfolios in Summer 2000. Eighty percent of sampled Marketing majors will receive a rating of "Satisfactory" or better from the panel of faculty judges.</p> <p>2.b. In a bi-annual survey, eighty 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>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."</p> <p>2.a. Marketing majors will accumulate a portfolio of selected skill-based projects across the <i>IM*2010</i> curriculum. A panel comprised of five department faculty members will evaluate a sample of student portfolios in Summer 2000. Eighty percent of sampled Marketing majors will receive a rating of "Satisfactory" or better from the panel of faculty judges.</p> <p>2.b. In a bi-annual survey, eighty 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>1.c. 83% agreed or strongly agreed.</p> <p>2.a. Results were:</p> <ul style="list-style-type: none"> <li>• Speaking: 100% satisfactory or better.</li> <li>• Writing: 100% satisfactory or better.</li> <li>• Problem-solving: 60% satisfactory or better.</li> <li>• Technology: 100% satisfactory or better.</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>1.c. The outcome has been met. No action was taken. We will continue to monitor this outcome during the next cycle.</p> <p>2.a. To be determined—<i>IM*2010</i> review committee is currently working on recommendations for upgrading the curriculum.</p> <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>

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<p>knowledge, skills, and depth of understanding to compete and be productive in a dynamic environment.</p>	<p>3. <b>Career Preparedness:</b> UCF Marketing majors will graduate with a high degree of <b>career preparedness.</b></p>	<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> <li>• I am proficient in computer related skills.</li> </ul> <p>3.a. Eighty 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>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>3.a. 95% agreed or strongly agreed.</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> <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</p>

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		<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.b. 84% agreed or strongly agreed.</p> <p>3.c. 75% agreed or strongly agreed.</p>	<p>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>