

**Texas A&M International University
Annual Institutional Effectiveness Review (AIER)
for Academic Programs**

Program: BBA-Marketing

Assessment Period Covered: March 1, 2008 to January 31, 2009

Program Coordinator (Preparer of Report) Jyotsna Mukherji

List Other Program Faculty:

None

The Annual Institutional Effectiveness Review for Academic Programs is directed at Goal 1: Academics of the Texas A&M International University 2006-2010 Strategic Plan:

Develop, maintain, assess, and improve academic programs, administrative/educational support services and student services, to admit, retain, and graduate students who achieve established learning outcomes designed to prepare them for success in their chosen careers.

Institutional Mission

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

Academic Program Mission

"The mission of the DIBFS-MKT is to prepare students for professional positions in the field of Marketing."

Provide summary of the last cycle's use of results and changes implemented

Program faculty should evaluate the former cycle. This statement should specify if the outcomes addressed were a continuation of previous ones, new outcomes, or modified versions of previous outcomes. In addition, the statement should include a concise analysis of the assessment data collected during the previous year, a brief explanation of actions taken to address specific outcomes, an evaluation of how these actions contributed to the improvement of the program, and any recommendations formulated. Assessment data—including actual samples of student work—must be viewed and discussed by program faculty during this process.

Increased resources (faculty, instructors, and staff) have been requested to better meet student learning goals. Program level learning outcomes have been refined to better meet analysis and implementation needs.

Selected list of program-level intended student learning outcomes *(It is recommended that programs rotate through their entire set of outcomes over a multi-year period. Programs may focus on one or two outcomes each year, as deemed appropriate).*

1. To have an overall acceptable level of knowledge of marketing concepts.
2. BBA – MKT students will have a perceived adequacy of business knowledge in all areas.
3. Students will demonstrate adequate skills in business communication.

Section I: Planning and Implementation

Outcome(s): *Identify the outcome(s) that will be focused upon this year.*

1. To have an overall acceptable level of knowledge of marketing concepts.
2. BBA – MKT students will have a perceived adequacy of business knowledge in all areas.
3. Students will demonstrate adequate skills in business communication.

Please indicate if the outcome(s) is (are) related to writing (QEP). Outcome 3

Methods of assessment to be used: *The explanation should identify and describe the type of assessment(s) that will be used (e.g., survey, questionnaire, observation instrument, test, rubric to evaluate performance, standardized examination, action research, interviews, etc.), who will provide the information, and how the data will be obtained.*

Internally generated tests (Outcomes 1 & 2)

Criteria based writing sample analysis (Outcome 3)

Indicate when assessment(s) will take place:

Spring and Fall 2008

Criteria/Benchmark(s): *Specify, if deemed appropriate to assess outcome(s). Criteria/benchmark(s) may be optional, especially if qualitative measures are used for data collection.*

1. Average test score of 75% or greater in test designed to assess students' knowledge of general business concepts
2. Average score of at least 70% in test designed to assess marketing concepts.
3. Benchmark score of 3.6 or better in papers based on a 5 point evaluation scale.

Section II: Analysis of Results

What were the results attained?

Describe the primary results or findings from your analysis of the information collected. This section should include an explanation of any strength(s) or weakness(es) of the program suggested by the results.

Seven Marketing majors took the test and below are the results:

Marketing Management	38%
Buyer Behavior	55%
Marketing Research	70%
International Marketing	72%
Advertising and Sales Promotion	59%

What were the conclusions reached?

Should include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual spring retreat, include a summary from those deliberations using the Meeting Minutes template found on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to assessment@tamtu.edu.

Marketing majors do not have a mastery of issues and concepts in Marketing Management, Buyer Behavior, and Advertising and Sales promotions. Their mastery of issues and concepts in Marketing Research and International Marketing is adequate.

Describe the action plan formulated. (The plan may be multi-year in nature.)

Based on the conclusion(s), describe the action plan to be implemented to improve or maintain student learning, including a timeline for implementation.

The test questions where less that 70% of the students have attained a correct answers will be analyzed and the instructor will be asked to teach the concept with more care, maybe offer more explanation and examples. Care will also be taken to reinforce these concepts through in class exercises and the course tests.

Section III: Resources

Resource(s) to implement action plan: *Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

Funding

- New Resources Required #**
- Reallocation of current funds

Physical

- New or reallocated space

Other

- Primarily faculty/staff time #**
- University/rule procedure change only

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)

The Marketing department has been operation with just one Ph.D trained faculty. We need to recruit more professors with a PhD degree in Marketing so that we are confident of the quality of instruction.

Identify proposed outcomes for the next assessment cycle:

Continuation of present outcome(s) – (Indicate reason for continuation):

We have to first help our students master the basics of the subject matter in marketing

New Outcome(s) – (List outcomes below):

Modification of present outcome(s) – (Indicate reason for modification):