

**Texas Southern University**  
**Assessment Narrative**  
**Academic Years 2007-08 thru 2009-10**

**JESSE H. JONES SCHOOL OF BUSINESS**

**Program: Bachelor of Business Administration in Marketing**

The mission of the Marketing BBA degree is to provide a quality educational experience to a diverse student population who wish to pursue a career in marketing. Marketing majors develop competency skills in the functional areas of marketing, while also developing communication and managerial skills.

**Goal 1**

Students will demonstrate knowledge of key business concepts.

**Outcome 1.1 – Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing.**

Students will achieve a minimum mean score of 140 or higher on the ETS Major Field Test.

**Findings (2008-2010)**

Students did not meet the minimum mean target score of 140 for 2007-08 or 2009-10, with a score of 139 and 138, respectively. However, students met the target with a score 142 in 2008-09.

**Action Plan Summary – 2008-2010**

- Continued to strengthen courses, monitor test results, and implement tutoring to increase the level of performance.
- Devoted one week to reviewing key quantitative concepts in upper division marketing courses.
- Devoted two weeks to reviewing key quantitative concepts in upper division marketing courses.

**Goal 2**

Marketing majors will be able to understand and implement the components of a marketing communications plan.

**Outcome 2.1 – Students will demonstrate mastery of the 4 Ps of marketing (product, place, price and promotion).**

70% of the students will score 70% or higher on course embedded project scores for MGMT 306.

**Outcome 2.2 – Students will demonstrate mastery of the components for promotions as it relates to the Integrated Marketing Communications Plan.**

70% of the students will score 70% or higher for course embedded project scores for MKTG 336.

**Findings (2008-2010)**

Marketing majors met the minimum performance standard on MKTG306 for all three years, with students scoring 77% in 2007-08, 83% in 2008-09, and 77% in 2009-10.

Marketing majors met the minimum performance standard on MKTG306 for all three periods (85% in 2007-08, 78% in 2008-09, and 73% in 2009-10).

**Action Plan Summary – 2008-2010**

- Developed an in-house textbook for the BADM 230 course (Advanced Business Communication Skills).
- Restructured BADM 230 to focus on key oral, written, and visual communication topics to enable focused coverage of marketing communication topics in marketing courses.
- Continued to review the BADM 230 course and will utilize individual projects in the future.

**Texas Southern University**  
**Assessment Plan**  
**Academic Years 2007-08 thru 2009-10**

College/School: Jesse H. Jones School of Business

THECB CIP Code 52.1401.00

Discipline/Program: Bachelor of Business Administration in Marketing

Goals	Student Learning Outcomes/Objectives	Metric	Target			Findings			Action Plan (if applicable)	Reference Document
			2007-08	2008-09	2009-10	2007-08	2008-09	2009-10		
<p><b>Goal 1</b> Students will demonstrate knowledge of key business concepts</p>	<p><b>SLO 1.1</b> Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing</p>	ETS Major Field Test-Business Scores	Students will achieve a minimum mean score of 140 or higher	Students will achieve a minimum mean score of 140 or higher	Students will achieve a minimum mean score of 140 or higher	Students achieved a mean score of 139	Students achieved a mean score of 142	Students achieved a mean score of 138	<p><b>Based on 2007-08 Findings</b> Continue to strengthen courses, monitor test results, and implement Skillsoft electronic tutorials</p> <p><b>Based on 2008-09 Findings</b> Devote one week to reviewing key quantitative concepts in upper division marketing courses</p> <p><b>Based on 2009-10 Findings</b> Devote two weeks to reviewing key quantitative concepts in upper division marketing courses</p>	<p><b>R.1.1</b> ETS Scores – Marketing</p> <p>Skillsoft Tutorial Course Listing – Marketing and Communication</p>
<p><b>Goal 2</b> Marketing majors will be able to understand and implement the components of a marketing communications plan</p>	<p><b>SLO 2.1</b> Students will demonstrate mastery of the 4 Ps of marketing (product, place, price and promotion)</p>	Course-embedded Project Scores (Written and Oral Presentation) MKTG 306	70% of the students will score 70% or higher	70% of the students will score 70% or higher	70% of the students will score 70% or higher	77% of the students scored 70% or higher	83% of the students scored 70% or higher	77% of the students scored 70% or higher	<p><b>Based on 2007-08 Findings</b> Develop in-house textbook for BADM 230-Advanced Business Communication Skills course</p> <p><b>Based on 2008-09 Findings</b> Restructure BADM 230 course to focus on key oral, written, and visual communication skills to enable focused coverage of marketing communication topics in marketing courses</p> <p><b>Based on 2009-10 Findings</b> Continue to review of BADM 230 and utilize individualized projects</p>	<p><b>R.2.1</b> MKTG 306 Assessment Data Analysis</p> <p>BADM 230 course syllabi with highlighted changes</p>

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Goals	Student Learning Outcomes/Objectives	Metric	Target			Findings			Action Plan (if applicable)	Reference Document
			2007-08	2008-09	2009-10	2007-08	2008-09	2009-10		
<b>Goal 2</b> Marketing majors will be able to understand and implement the components of a marketing communications plan	<b>SLO 2.2</b> Students will demonstrate mastery of the components for promotions as it relates to the Integrated Marketing Communications Plan	Course-embedded Project Scores (Written and Oral Presentation) MKTG 336	70% of the students will score 70% or higher	70% of the students will score 70% or higher	70% of the students will score 70% or higher	85% of the students scored 70% or higher	78% of the students scored 70% or higher	73% of the students scored 70% or higher	<p><b>Based on 2007-08 Findings</b> Develop in-house text book for BADM 230-Advanced Business Communication Skills course</p> <p><b>Based on 2008-09 Findings</b> Restructure BADM 230 course to focus on key oral, written, and visual communication skills to enable focused coverage of marketing communication topics in marketing courses</p> <p><b>Based on 2009-10 Findings</b> Continue to review BADM 230 and utilize individualized projects</p>	<p><b>R.2.2</b> MKTG 336 Assessment Data Analysis</p> <p>BADM 230 course syllabi with highlighted changes</p>

\*The minimum mean score of 140 exceeds that of comparable institutions