

CAMPUS CORRESPONDENCE

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To: Dr. Michelle Hall, Director
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From: Dr. Robert Cope, Interim Head
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Subject: 2006-2007 MFA Plan

Attached is the current Major Field Assessment Plan (MFA) for Marketing. As in previous years, we continue to follow the MFA Plan utilizing a Goal Attainment Framework. No changes were reported in this year's plan.

Please contact us if you have any questions.

MAJOR FIELD ASSESSMENT PLAN
B. A. MARKETING

As stated in the *2006-2007 General Catalogue*, the mission of Southeastern Louisiana University is “to lead the educational, economic and cultural development of southeast Louisiana” (p. 38).

As stated in the *2006-2007 General Catalogue*, the mission of the College of Business is “to prepare students to be leaders of business, industry, and government in a dynamic global environment. Complementing the primary commitment to quality instruction, the College values intellectual contributions of an applied or instructional nature and provides service activities to improve the quality of academic programs, students, and economic health of southeast Louisiana” (p. 165).

As stated in the *2006-2007 General Catalogue*, the major purpose of the Marketing Program is “to provide students with educational opportunities and experiences which could lead to a leadership career in the field of Marketing” (p. 183).

The Goals outlined on pages 184-188 of the *2006-2007 General Catalogue* encompass all of the Educational Objectives of the Marketing degree programs.

Goal 1: Marketing majors should have a strong knowledge of the field of marketing as well as knowledge of business in general.

A. Expected Outcome

Students completing the baccalaureate program in marketing will be satisfied with the education they received at Southeastern Louisiana University.

Goal Assessment

- a. Seventy-five percent of the marketing alumni responding to the SLU Undergraduate Alumni Survey will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with the overall quality of your degree program?”
- b. Seventy-five percent of the graduating marketing seniors responding to the SLU Exit Survey will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with the overall quality of your degree program?”

B. Expected Outcome

Graduates will possess a basic understanding of the body of Business and Marketing knowledge as covered in the baccalaureate marketing program of study.

Goal Assessment

- a. A “Basic Marketing” exam will be administered to graduating marketing seniors in Marketing 444 during the last week of classes each semester. Fifty percent of the graduating seniors who take this exam will score sixty percent or better on their first attempt to take this exam.

Goal 2: To prepare students for employment in the field of Marketing and/or graduate study in the field.

A. Expected Outcome

Students completing the baccalaureate program in Marketing will possess the skills and abilities relevant to success in their major field and/or graduate study in the field.

Goal Assessment

- a. Seventy-five percent of the marketing alumni responding to the SLU Undergraduate Alumni Survey will respond “helped a lot” or “helped somewhat” to each of the following statements, “How much did SLU help you in developing the following skills or abilities?: (1) Ability to write well?; (2) Ability to speak effectively?; (3) Ability to utilize computers?; (4) Recognition of the value of coming into contact with people different from you?”
- b. Seventy-five percent of the graduating marketing seniors responding to the SLU Exit Survey will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with opportunities to collaborate with other students on class projects?”
- c. Seventy-five percent of the graduating marketing seniors responding to the SLU Exit Survey will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with the quality of instruction regarding standards and ethics in your major field?”
- d. Seventy-five percent of the graduating marketing seniors responding to the SLU Exit Survey will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with practicum, internship, clinical, or other hands-on experiences outside the classroom?”
- e. Seventy-five percent of the graduating marketing seniors responding to the SLU Exit Survey will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with the use of appropriate technology in the classroom?”

B. Expected Outcome

Baccalaureate graduates in Marketing will find ready employment in the field and/or be prepared for further study.

Goal Assessment

- a. Seventy-five percent of the marketing program graduates responding to the SLU Undergraduate Alumni Survey will indicate that they are currently employed “in the area of my SLU major” or “in an area related to my SLU major.”
- b. Seventy-five percent of the marketing alumni who are continuing their education will respond “effectively” or “very effectively” to the SLU Survey of Undergraduate Alumni question, “How effectively did your educational experiences at SLU prepare you for graduate/professional school?”
- c. Seventy-five percent of employers responding to the Employers Survey will indicate that Marketing graduates were “qualified” or “very qualified” for employment.