

**Management and Marketing
Learning Outcomes
2003-2004**

Learning Outcome	Assessment Criteria	Assessment Method	2003-04 Results	Use of Results to Improve Programs
CBA UG students will have a basic understanding of marketing.	<p>Students will score \geq ETS Mkt. national avg. on the MFAT.</p> <p>SIR II Q29F-MKT301: \geq Section F Business and Management comparative avg. (4-Year Universities Participating in SIR II)</p>	<p>Review MFAT scores.</p> <p>Review SIR II Course Summary Report.</p>	<p>MFAT: LSUS = 49.2 National = 47.3</p> <p>SIR II: LSUS = 3.98 4-year Universities = 3.65</p>	<p>Adequate perf. Continue to monitor.</p> <p>Good performance. Continue to monitor.</p>
Exiting Mkt. UG students will be well prepared for entry level positions in the marketing field.	<p>Computerized Exit Survey, Q11A: \geq 80% agree</p> <p>Internship Super. Evaluation, Q12: \geq 80% agree</p> <p>SIR II, Q29F, MKT450: \geq Section F Business and Management comparative avg. (4-Year Universities Participating in SIR II)</p>	<p>Computerized exit survey administered at end of MADM 480</p> <p>Completed Internship Supervisor Evaluations reviewed each term.</p> <p>Review SIR II Course Summary Report.</p>	<p>Exit Survey: 67% SA or A</p> <p>Evaluations: 100% \geq SA or A</p> <p>SIR II: LSUS= 2.81 < 4-Year Universities= 3.65</p>	<p>Adequate perf. Continue to monitor over a larger sample size.</p> <p>Excellent performance.</p> <p>Need to monitor this course for trend. [</p>