Fermanian School of Business
Marketing Major PLO #G1 Assessment
2021-2022

Learning Outcome:
Marketing Major PLO #G1: Exhibit an in-depth knowledge of marketing theory and concepts.

Outcome Measure:
Marketing Major-Specific Exit Exam Results

Criteria for Success:
Score at or above 60 on the Marketing Major-Specific Exit Exam.

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:
Marketing Major-Specific Exit Exam - Average Student Score:

Conclusions Drawn

Semester	N[1]	Score
Spring 2018	22	59
Spring 2019	26	57
Spring 2021	35	57.4
Spring 2022	33	57

from Data:

No data was collected Spring 2020 due to Covid.

The criteria for success was not achieved in any of the four periods assessed.

Changes to be Made Based on Data:

During Spring 2023, the marketing faculty will analyze the content across marketing major courses to determine if there are any content areas that need to be expanded or added. This data will continue to be closely monitored.

[1] Number of Students Taking Test

Fermanian School of Business
Marketing Major PLO #G2 Assessment
2021-2022

Learning Outcome:
Marketing Major PLO #G2: Evaluate a marketing strategy based on marketing knowledge and concepts.

Outcome Measure:
MKT4060 – Firm Application Paper

Criteria for Success:
The average score for each criteria of the Marketing Major PLO #G2 Rubric will be a 3.0 or higher out of 4.0.

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:

Marketing Major PLO #G2 Rubric – Average Student Score:

Semester	# of Assessments	Definition of Strategy	Analysis of Marketing Mix	Alternatives and Recommendations	Total
Spring 2018	**40**	3.25	3.10	2.93	3.09
Spring 2019	**40**	3.73	3.18	3.53	3.48
Spring 2020	**40**	3.30	3.30	3.30	3.30
Spring 2021	**30**	3.50	3.27	3.27	3.34
Spring 2022	**40**	3.45	3.38	3.28	3.37

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) was met in the rubric criteria areas of Definition of Strategy and Analysis of Marketing Mix in all five semesters. Student scores fell slightly below the criteria for success in the rubric criteria area of Alternatives and Recommendations in Spring 2018, but exceeded the criteria for success in the four subsequent semesters.

Changes to be Made Based on Data:

No changes recommended as criteria for success was met for all areas in last three semesters.

MARKETING MAJOR PLO #G2 RUBRIC

Point Loma Nazarene University Marketing Major Learning Outcome #G2: Evaluate a marketing strategy based on marketing knowledge and concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvements 2	Does Not Meet Expectations 1
Definition of Strategy	The strategy elements are clearly identified and explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.	The strategy elements are often identified and often explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.	The strategy elements are sometimes identified and briefly explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.	The strategy elements are not clearly identified and not thoroughly explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.
Analysis of Marketing Mix	A logical analysis is incorporated which shows an excellent understanding of how each of the following tactics are or are not aligned to the strategy: 1)product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented	A logical analysis is incorporated which shows a good understanding of how most of the following tactics are or are not aligned to the strategy: 1)product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented	A fairly logical analysis is incorporated which shows a fair understanding of how some of the following tactics are or are not aligned to the strategy: 1)product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented	Analysis lacks logic and rarely, if ever, shows an understanding of how the following tactics are or are not aligned to the strategy: 1)product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented
Alternatives and Recommendations	In light of the analysis, extremely viable recommendations are offered that clearly follow the logic of the analysis and are consistently tailored to the target audience (Chief Marketing Officer).	In light of the analysis, viable recommendations are offered that follow the logic of the analysis and are often tailored to the target audience (Chief Marketing Officer).	In light of the analysis, somewhat viable recommendations are offered that sometimes follow the logic of the analysis and are sometimes tailored to the target audience (Chief Marketing Officer).	Few, if any, viable recommendations are identified with little or no logic of analysis. Recommendations are not tailored to the target audience (Chief Marketing Officer).

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally