Fermanian School of Business
Marketing Major-Specific Assessment Plan

G1. Exhibit an in-depth knowledge of marketing theory and concepts.
G2. Evaluate a marketing strategy based on marketing knowledge and concepts.

PLO	Course	Activity	Measure	Direct/ Indirect	Criteria for Success	Who Will Measure	Collection Schedule
G1	MKT 4060 – Marketing Strategy	Peregrine Marketing Advanced Topic Exit Exam	Peregrine Marketing Advanced Topic Exit Exam Results	Direct	Average student score at or above 60 on the Marketing Major-Specific Exit Exam	N/A (Exam Results)	Spring
G2	MKT 4060 – Marketing Strategy	Firm Application Paper	Marketing Major PLO #G2 Rubric	Direct	Average student score for each criterion on the Marketing Major PLO #G2 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring