

**Fermanian School of Business  
Marketing Major PLO #G1 Assessment  
2018-2019**

**Learning Outcome:**

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

**Outcome Measure:**

Marketing Major-Specific Exit Exam Results – implemented Spring 2018

**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:**

Semester	N <sup>1</sup>	Score
Spring 2018	22	59
Spring 2019	26	57

**Conclusions Drawn from Data:**

The Marketing Major-specific exit exam was implemented in Spring 2018. Based on the initial score of 59, the criteria for success has been set at 60. In Spring 2019, the average student score on the Marketing Major-specific exit exam was 57.

**Changes to be Made Based on Data:**

Based on the limited data, no changes are recommended at this time. Data will continue to be collected to set an appropriate criteria for success. The assessment committee will analyze the more detailed subtopic data from the Marketing Major-specific exit exam in Spring 2020.

<sup>1</sup> Number of Students Taking Test

**Fermanian School of Business  
Marketing Major PLO #G2 Assessment  
2018-2019**

**Learning Outcome:**

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

**Outcome Measure:**

MKT460 – Firm Application Paper (implemented Spring 2018)

**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

**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 Spring 2018 and Spring 2019. FSB students' 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 Spring 2019.

**Changes to be Made Based on Data:**

Scores increased in each rubric criteria area between Spring 2018 to Spring 2019. Data will continue to be gathered before drawing conclusions.

## 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	Very Good 4	Good 3	Acceptable 2	Poor 1
<b>Definition of Strategy</b>	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.
<b>Analysis of Marketing Mix</b>	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
<b>Alternatives and Recommendations</b>	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