



Faculty Report for Assessment Exersice

College of Business Administration

Report: **Marketing Major**

Thursday, February 28, 2019

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Method or Strategies

➤ Instrument:

- Direct internal: Course embedded oral and written reports
- Indirect external: Stats provided by Internship and Coop Office

➤ Course: MERC 4065 (Global Strategies of Marketing)

- Written and oral report
 - Students were required to craft a export marketing plan for a small business owner.

➤ Measurement date* :

- Fall 2015 & Fall 2016 [THEN EVERY OTHER YEAR]

*according to the assessment plan

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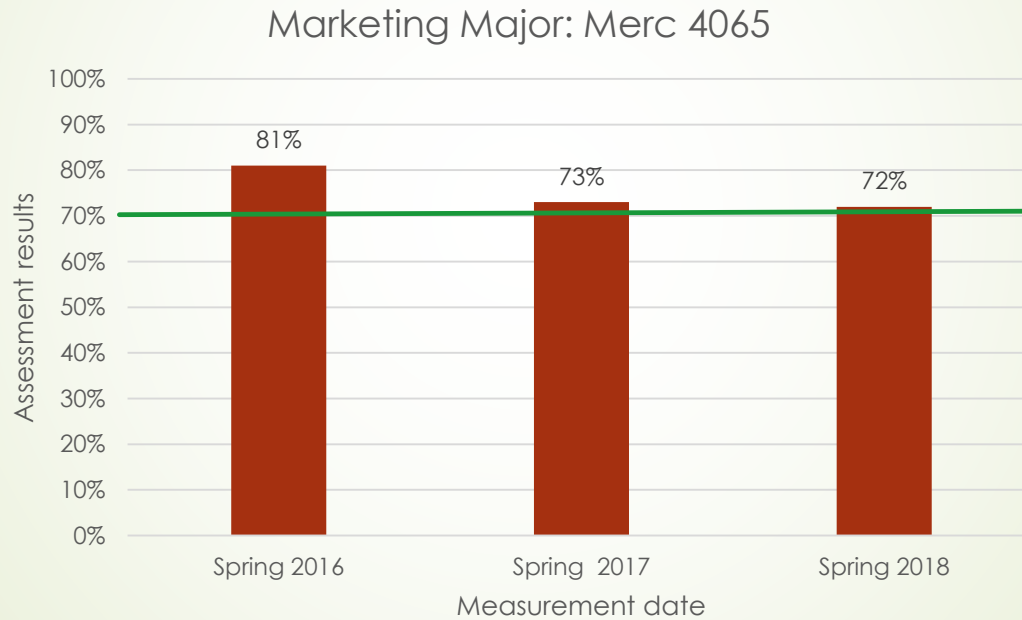


SLO, Competency, and Performance Indicator

- **Course:** (MERC 4065)
- **Student Learning Outcome:** Marketing students will apply theoretical concepts to the development of marketing strategies in a local and international environment.
- **Competency:** Students will demonstrate proficiency in developing an international marketing plan to implement strategies in a local and international context.
- **Performance Indicator:** Students will score 70% or more on course embedded exercise or special assignment.



Results : Table 4.2





Comprehensive Analysis

► Course embeded:

- Students reached the performance indicator in all the assessment instances (Spring 2016, 2017 & 2018).
- Even when the students reached the performance measure, further analysis of the results of each part of marketing plan demonstrated that tactics and implementation sections of the document should be improved with more class time and practice exercises.
- Out-of-class meetings with students are also recommended in order to explain thoroughly the specifics of the abovementioned parts.
- It is also recommended that students identify local SMEs in the first three weeks of the semester. This will help them to be more acquainted with the entrepreneur's business model before crafting the international marketing plan.

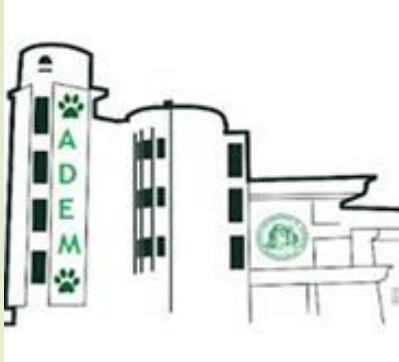
► Internship & Coop Office

- N/A

Suggestions



- Change delivery times of the export plan to provide more time to improve each individual section of the plan.
- Allow resubmission of all parts.
- More class time and exercises on tactics and implementation schedule.



Questions