**MARKETING DEPARTMENT ASSESSMENT PROJECT**

**MAR4803 SPRING 2011**

**FINAL REPORT**

**August 2011**

**To: Dr. Jim Gray**

**Dr. Marc Rhorer**

**From: Dr. Ann R. Root**

In the spring of 2011, the Department of Marketing implemented an Assessment on 4 key skill areas in eight sections of MAR4803, Marketing Strategy, a COB marketing requirement. This Assessment was administered across 2 campuses, distance learning and day/evening time periods to a total of 164 students. The purpose of the Assessment was to measure the students’ Oral Communication, Written Communication, Critical Thinking and Technical skills.

The following results were drawn from a statistical analysis of the MAR4803 Assessment data:

1. The correlation between the students’ performance on each skill and their final course grade varied from .45 to .71, with the lowest correlation arising on Oral Communication Skills. (see Exhibit A).

1. Correlation results varied across campuses from .26 to .79 with the lowest correlation centering on Oral Communication Skills and the Davie Campus. As for time periods, the correlation results varied from -.15 to .71, with the lowest correlation focusing on Oral Communication Skills and Night classes (see Exhibit B).

The DSL class was not able to obtain Oral Communication scores due to technical issues. But it should be noted that the correlations on the other 3 skills were on par with average correlations for all classes.

This data cannot be compared to 2010 since different data was collected that year, e.g. a multiple choice test which focused on the ability to read and apply marketing research data was given in 2010.

Based on these results, the following recommendations are suggested for the Spring 2012 MAR4803 Assessment Project:

1. Improve Oral Communication Skills by introducing the pre-business students to presentations in their Freshman SLS-1503 (Learning Strategies and Human Development) course taught by faculty in the business school.
2. Improve Oral Communication Skills by introducing the sophomore business students to presentations in their ENC 3213 class (to begin in fall 2011).
3. Improve Oral Communication Skills by providing “Best Practice” information from our graduate communication department to juniors and seniors in the business school.
4. Improve Written, Critical Thinking and Technical Skills through continued emphasis on case/project analyses in all of the 4000 level marketing courses.