



University of Maryland University College

**Baccalaureate Degree Program in Marketing  
Department of Business and Professional Programs**

**PROGRAM ASSESSMENT PLAN**  
**Program Outcomes and Learning Assessment Criteria**

Summer 2007

**Baccalaureate Degree Program in Marketing**

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## **Baccalaureate Degree Program in Marketing**

### **PROGRAM OVERVIEW**

The Bachelor of Science in Marketing is designed for students who seek a comprehensive understanding of and ability to use the skills required of today's marketing professionals. The program equips students with the business acumen to function in the global business environment. The curriculum provides a balanced course of study that exposes students to a common body of knowledge and leads students to understand marketing processes and situations, think independently, communicate effectively, and appreciate personal and other cultures. Marketing graduates should be well-positioned to achieve increasingly higher levels of marketing management in corporations, marketing agencies, or entrepreneurial endeavors.

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**PROGRAM OF STUDY**

The program of study for the Baccalaureate Degree Program in Marketing is as follows:

**GENERAL EDUCATION REQUIREMENTS**

Communications	12 credit hours
Arts and Humanities	6 credit hours
Behavioral and Social Sciences	6 credit hours
Biological and Physical Sciences	7 credit hours
Mathematics	3 credit hours
Interdisciplinary or Emerging Issues	7 credit hours

**CROSS-CURRICULAR PERSPECTIVE REQUIREMENTS**

Historical Perspective	3 credit hours
International Perspective	3 credit hours
Civic Responsibility Perspective	3 credit hours

**REQUIRED COURSES**

ACCT 301	Accounting for Non-Accounting Majors or	3 credit hours
ACCT 221	Principles of Accounting II	
STAT 230	Business Statistics	3 credit hours
BMGT 364	Management and Organization Theory	3 credit hours
MRKT 310	Marketing Principles and Organization	3 credit hours
MRKT 395	Customer Service Management	3 credit hours
BMGT 380	Business Law	3 credit hours
MRKT 354	Integrated Marketing Communications	3 credit hours
MRKT 410	Consumer Behavior	3 credit hours

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**PROGRAM OF STUDY (continued)**

MRKT 454	Global Marketing	3 credit hours
MRKT 412	Marketing Research Applications	3 credit hours
BMGT 496	Business Ethics	3 credit hours
MRKT 495	Marketing Policies and Strategies	3 credit hours

**MINOR AND ELECTIVE COURSES**

37 credit hours

Minor and/or elective courses are to be taken in the last 60 hours along with required major courses. Refer to the current UMUC School of Undergraduate Studies Catalog for the minor and/or elective course requirements.

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**DEVELOPMENT OF PROGRAM OUTCOMES**

The table below identifies the curricular influences that support the program outcomes specific to the Baccalaureate Degree Program in Marketing.

<b>SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES</b> <b>Baccalaureate Degree Program in Marketing</b>		
<b>SOURCE</b>	<b>DESCRIPTION</b>	<b>WEB ADDRESS OR DOCUMENT NAME</b> <b>(if applicable)</b>
Core Learning Areas of the UMUC School of Undergraduate Studies	<p>All UMUC degree programs are required to imbed identified Core Learning Areas into the program of study. The Core Learning Areas are:</p> <ul style="list-style-type: none"> <li>• Written Communication (COMM)</li> <li>• Technology Fluency (TECH)</li> <li>• Information Literacy (INFO)</li> <li>• Quantitative Literacy (QUAN)</li> <li>• Critical Thinking (THIN)</li> <li>• Scientific Literacy (SCIE)</li> </ul> <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC <a href="#"><u>Institutional Plan for the Assessment of Student Learning</u></a>
The Association to Advance the Collegiate Schools of Business (AACSB)	AACSB International grants accreditation for undergraduate and graduate business administration programs. The association provides guidelines for the Marketing curriculum.	<a href="http://www.ascsb.edu"><u>http://www.ascsb.edu</u></a>
International Assembly for Collegiate Business Education (IACBE)	IACBE is a specialized accrediting body for business and business-related degree programs at the baccalaureate and graduate degree levels in colleges and universities. IACBE measures the effectiveness of business education through outcomes assessment.	<a href="http://www.iacbe.org"><u>http://www.iacbe.org</u></a>
Association of Collegiate Business Schools and Programs (ACBSP)	ACBSP is the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students the essentials of learning how to learn.	<a href="http://www.acbsp.org"><u>http://www.acbsp.org</u></a>

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<b>SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES</b> <b>Baccalaureate Degree Program in Marketing</b>		
<b>SOURCE</b>	<b>DESCRIPTION</b>	<b>WEB ADDRESS OR DOCUMENT NAME</b> <b>(if applicable)</b>
American Marketing Association (AMA)	AMA is devoted to advancing best practices in marketing and provides information about recent advancements in the discipline.	<a href="http://www.marketingpower.com/">http://www.marketingpower.com/</a> or <a href="http://www.ama.org">http://www.ama.org</a>

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**PROGRAM OUTCOMES**

The program outcomes specific to the Baccalaureate Degree Program in Marketing are delineated below. The program outcomes describe the expectations for all graduates of the Baccalaureate Degree Program in Marketing.

<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b> <b>Baccalaureate Degree Program in Marketing</b>
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+
	Use efficient and effective written communication in a professional manner to clearly express relevant ideas of marketing management theory and application to various stakeholder groups.*
TECH	Evaluate technological concepts related to computers and components of information systems.+
	Utilize technology to facilitate and enhance the accessing, reporting and critical analysis of market research information to improve the timing, accuracy, and quality of enterprise decision-making.*
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+
	Apply information to solve marketing problems or address the present and future state of marketing projects.*
QUAN	Apply mathematical and numerical reasoning skills.+
	Use numerical reasoning, analytical financial measurement tools, and sophisticated valuation techniques to determine the financial impact of proposed actions on operations and the value of the enterprise.*
THIN	Employ analytical problem-solving skills, and ethical decision-making techniques to resolve complex marketing issues within the context of the internal enterprise structures and external institutional requirements.*
SCIE	Identify key concepts and principles of natural sciences.+
	Incorporate the scientific approach and related principles into marketing problem resolution and decision-making.*

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

\* Denotes a program outcome specific to core skills, knowledge, and values gained from completion of requirements in the baccalaureate degree program. This program outcome is unique to each UMUC baccalaureate degree program.

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**ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS**

The following grid aligns the program outcomes of the Baccalaureate Degree Program in Marketing with: 1) learning objectives from the designated program coursework and 2) specific methods used to assess student learning within the degree program.

<b>CURRICULAR ALIGNMENT</b>			
<b>Baccalaureate Degree Program in Marketing</b>			
<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+	Plan and write a research-based essay that makes effective use of resources found in databases available from UMUC's Office of Information and Library Services as well as resources located through Web search engines. (WRTG 101)	Research Paper
		Research, compile, and document relevant, credible information and use it to support ideas presented in your writing. (WRTG 393)	Research Paper
		Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)	Research Paper
		Conduct a systematic audience analysis and apply it to a report, essay, or research paper. (WRTG 391)	Research Paper
	Use efficient and effective written communication in a professional manner to clearly express relevant ideas of marketing management theory and application to various stakeholder groups*	Produce written documents that convey intended ideas with clarity and exactness. (MRKT 395)	Case Study

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<b>CURRICULAR ALIGNMENT</b>			
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<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
TECH	Evaluate technological concepts related to computers and components of information systems.+	Analyze issues faced by information system professionals, including security, ethical, and privacy problems. (IFSM 201)	Exam (Course/Chapter)
	Utilize technology to facilitate and enhance the accessing, reporting and critical analysis of market research information to improve the timing, accuracy, and quality of enterprise decision-making.*	Demonstrate the effective use of technology to enhance the timing, accuracy, and quality of marketing research information for decision making. (MRKT 412)	Case Study
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+	Select relevant print and electronic sources to answer research questions. (LIBS 150)	Exam (Course/Chapter)
	Apply information to solve marketing problems or address the present and future state of marketing projects.*	Demonstrate the ability to use libraries and other academic and professional databases to conduct integrated marketing communications research and support recommendations. (MRKT 354)	Research Paper
QUAN	Apply mathematical and numerical reasoning skills.+	Solve linear, quadratic, higher-order polynomial, fractional, radical, exponential, logarithmic, and absolute value equations and inequalities. (MATH 107)	Exam (Course/Chapter)
		Develop problem solving skills. (MATH 105 or MATH 106)	Exam (Course/Chapter)
	Use numerical reasoning, analytical financial measurement tools, and sophisticated valuation techniques to determine the financial impact of proposed actions on operations and the value of the enterprise.*	Apply varied statistical techniques to enhance and support decision making. (STAT 230)	Exam (Course/Chapter)
THIN	Employ analytical problem-solving skills and ethical decision-making techniques to resolve complex marketing issues within the context of the internal enterprise structures and external institutional requirements.*	Apply critical thinking along with analytical problem solving skills to resolve complex marketing issues. (MRKT 495)	Case Study

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<b>CURRICULAR ALIGNMENT</b>			
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<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
SCIE	Identify key concepts and principles of natural sciences.+	Recognize the differences and the interrelationships among physics, chemistry, the earth sciences, and astronomy. (NSCI 100)	Exam (Course/Chapter)
		Explain the significance of DNA in determining the composition, characteristics, reproduction, and behavior of an organism. (BIOL 101)	Exam (Course/Chapter)
	Incorporate the scientific approach and related principles into marketing problem resolution and decision-making.*	Pose and evaluate arguments based on evidence and apply conclusions from such arguments appropriately. (MRKT 412)	Case Study

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