

2012-2013 Achievement Summary Profile

As of: 9/18/2013 11:17 AM EST

Marketing Management, MBA

Met

Measure 1: Apply concepts relevant to marketing research

Outcome/Objective 1: Develop marketing research objectives

Goals:

1: Proficiency in using marketing research tools

Target: 75% of students demonstrate satisfactory understanding of the concepts in the embedded exam questions

Finding: During the Fall 2012 semester, 10 students completed the embedded questions in the final exam of MKT 3312 exam and 90% of them met the passing score. During the Spring 2013 semester, 15 students completed the embedded questions in the final exam of MKT 3312 exam and 73% of them met the passing score.

Measure 1: Apply concepts relevant to marketing research

Outcome/Objective 2: Formulate research design and methodology

Goals:

1: Proficiency in using marketing research tools

Target: 75% of students demonstrate satisfactory understanding of the concepts in the embedded exam questions

Finding: During the Fall 2012 semester of all students tested in MKT 601, 90% scored higher than 70% on the embedded examination question

Measure 1: Apply concepts relevant to marketing research

Outcome/Objective 3: Data Collection

Goals:

1: Proficiency in using marketing research tools

Target: 75% of students demonstrate satisfactory understanding of the concepts in the embedded exam questions

Finding: During the Fall 2012 semester of all students tested in MKT 601, 90% scored higher than 70% on the embedded examination question

Measure 1: Apply concepts relevant to marketing research

Outcome/Objective 4: Data analysis and interpretation of results

Goals:

1: Proficiency in using marketing research tools

Target: 75% of students demonstrate satisfactory understanding of the concepts in the embedded exam questions

Finding: During the Fall 2012 semester of all students tested in MKT 601, 90% scored higher than 70% on the embedded examination question

Measure 1: Apply concepts relevant to marketing research

Outcome/Objective 5: Recognize professional and ethical behavior

Goals:

1: Proficiency in using marketing research tools

Target: 75% of students demonstrate satisfactory understanding of the concepts in the embedded exam questions

Finding: During the Fall 2012 semester of all students tested in MKT 601, 90% scored higher than 70% on the embedded examination question.

Marketing, B.S.

Not Met

Measure 3: Marketing Research exam questions

Outcome/Objective 2: Use data to evaluate marketing information

Goals:

1: Apply the competencies of the discipline

Target: 75% of students demonstrate satisfactory understanding of the underlying concepts

Finding: During the Fall 2012 semester, 24 students completed the embedded questions in the final exam of MKT 3312 exam and 42% of them met the passing score. During the Spring 2013 semester, 24 students completed the embedded questions in the final exam of MKT 3312 exam and 25% of them met the passing score.

Targets Without Findings

Measure 1: Consumer Behavior exam questions

Outcome/Objective 1: Describe the concepts of Marketing

Goals:

1: Apply the competencies of the discipline

Target: 75% of students demonstrate satisfactory understanding of the underlying concepts

Measure 2: New Product exam questions

Outcome/Objective 1: Describe the concepts of Marketing

Goals:

1: Apply the competencies of the discipline

Target: 75% of students demonstrate satisfactory understanding of the underlying concepts

Measure 4: Advertising Projects

Outcome/Objective 3: Research sources and techniques

Goals:

1: Apply the competencies of the discipline

Target: 75% of students demonstrate satisfactory understanding of the underlying concepts

Measure 5: Technology Cases and Projects

Outcome/Objective 4: Leverage Technology

Goals:

1: Apply the competencies of the discipline

Target: 75% of students demonstrate satisfactory understanding of the underlying concepts

Measure 6: Observations of Students' Behavior

Outcome/Objective 5: Understand professional codes of conduct

Goals:

1: Apply the competencies of the discipline

Target: 90% of students demonstrate satisfactory understanding of the appropriate behavior

Measure 7: Ethical Issues Assignment

Outcome/Objective 5: Understand professional codes of conduct

Goals:

1: Apply the competencies of the discipline

Target: 90% of students demonstrate satisfactory understanding of the appropriate ethical behavior

St. John's University

As of: 9/18/2013 11:23 AM EST

2012-2013 Data Entry Status Overview

This report shows Data Entry Status based on Draft/In-Progress vs. Final status determined by users. To get a more complete picture of remaining work, also run Audit reports for the sections of interest.

Status Overview for Academic Entities

	Final	In-Progress	None
Mission / Purpose	2 (100%)	0 (0%)	0 (0%)
Goal (if used)	2 (100%)	0 (0%)	0 (0%)
Outcome/Objective	2 (100%)	0 (0%)	0 (0%)
Measure	2 (100%)	0 (0%)	0 (0%)
Target	2 (100%)	0 (0%)	0 (0%)
Finding	0 (0%)	2 (100%)	0 (0%)
Action Plan	1 (50%)	1 (50%)	0 (0%)
Analysis Question	0 (0%)	0 (0%)	2 (100%)
Annual Report Section	0 (0%)	0 (0%)	2 (100%)