

## 2016-2017 Assessment Cycle MCOBA\_Marketing BSBA

### Mission (due 1/20/17)

#### University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

#### University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

#### University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

#### College / Department / Program Mission

##### College Mission

*Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."*

Mission: The B. I. Moody III College of Business Administration is a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

Vision: The vision of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

Values:

Community: We establish and maintain meaningful relationships to create value for our university and stakeholders.

Discovery: We foster intellectual curiosity, creativity, and innovation.

Excellence: We are committed to teaching, research, and service with quality and distinction.

Integrity: We demonstrate ethical, socially responsible, and professional behavior.

Relevance: We provide relevant curricula in an ever changing business environment.

Respect: We promote mutual understanding and collegiality that embraces diverse perspectives.

##### Department / Program Mission

*Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".*

None Available

### Assessment Plan (due 1/20/17)

#### Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

#### Assessment List

Goal/Objective	<p>Teamwork and Total Business Performance: Students will work in teams to effectively manage a company that is charged with opening sales offices, developing products, developing advertisements, pricing products, hiring salespeople, and managing an advertising program. The Cumulative Balanced Scorecard is a quantitative measure of the executive team's ability to effectively manage the resources of the firm. It considers both the historical performance of the firm as well as how well the firm is positioned to compete in the future. While the game involves 8 quarters (decision rounds), the cumulative balanced scorecard only includes quarters 5-8. As such, it measures the action potential of the firm. Total Business Performance = Financial Performance * Market Performance * Marketing Effectiveness * Investment in Future * Wealth Assessment Goal: No more than 20% of the student teams will produce a Balanced Scorecard which is less than zero in any one performance category. Over the span of the final four quarters, effective executive teams, on average, should show positive performance in each category.</p>								
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## Results & Improvements (due 9/15/17)

### Results and Improvement Narratives

**Assessment List Findings for the Assessment Measure level for Teamwork and Total Business Performance: Students will work in teams to effectively manage a company that is charged with opening sales offices, developing products, developing advertisements, pricing products, hiring salespeople, and managing an advertising program. The Cumulative Balanced Scorecard is a quantitative measure of the executive team's ability to effectively manage the resources of the firm. It considers both the historical performance of the firm as well as how well the firm is positioned to compete in the future. While the game involves 8 quarters (decision rounds), the cumulative balanced scorecard only includes quarters 5-8. As such, it measures the action potential of the firm. Total Business Performance = Financial Performance \* Market Performance \* Marketing Effectiveness \* Investment in Future \* Wealth Assessment Goal: No more than 20% of the student teams will produce a Balanced Scorecard which is less than zero in any one performance category. Over the span of the final four quarters, effective executive teams, on average, should show positive performance in each category.**

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**Assessment List Findings for the Assessment Measure level for Targeting and Positioning: Teams will be able to effectively target customer segments and effectively position brand(s) within these respective segments.**

**Assessment Goal: No more than 20% of the students competing in the Marketplace Game will produce less than a score of 80% on Marketing Effectiveness in Quarter 8 of the simulation. Marketing effectiveness is the average of a team's brand and ad judgments in their top two targeted segments.**

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**Assessment List Findings for the Assessment Measure level for Impact of Marketing Decisions on Return on Investment: Students will work in teams to make marketing decisions which produce a positive return on investment. Assessment Goal: No more than 20% of the student teams competing in the Marketplace Game will produce less than 100% ROI at the end of the eight (8) quarter simulation.**

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## Reflection (Due 9/15/17)

### Reflection

#### 1) How were assessment results shared in the unit?

*Please select all that apply. If "other", please use the text box to elaborate.*

Distributed via email (selected)

Presented formally at staff / department / committee meetings

Discussed informally

Other (explain in text box below)

#### 2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle)

Once per cycle (selected)

Results were not shared this cycle

#### 3) With whom were assessment results shared?

*Please select all that apply.*

Department Head

Dean / Asst. or Assoc. Dean

Departmental assessment committee (selected)

Other faculty / staff

**4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?**

The action plan of focusing on Marketing Effectiveness was implemented in the 2016-2017 cycle. Students improved the marketing effectiveness, but did not meet the goal. ROI, a previous area of focus, also did not meet the targeted objectives. Overall, it can be concluded that students improved one area at the expense of another area of the Marketplace Simulation Game.

**5) What has the unit learned from the current assessment cycle?**

Instructors should continue to monitor all parts of the Marketplace Game and further explain issues when students are struggling. By addressing a lack of understanding throughout the game, students may be able to better succeed and meet the goals assigned.

## Attachments

### Attachments

**Upload any supporting documents related to your assessment plans, results, or improvements. Documents may include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.**

**Click "Select File" to upload document(s)**

Spring\_2017\_MKTG\_480\_results.xlsx