

**Management – Marketing
OIT Assessment Report
2010-2011**

I. Program History

History

The Management – Marketing degree was first offered at OIT in the late 1990s. Enrollment as of fall 2010 is 20 students. Five students graduated with a degree in Management – Marketing in June 2010. The Marketing Option provides students with a broad background in business management with a strong emphasis in modern marketing concepts and practices. Marketing graduates enjoy careers in management, advertising, research, consulting, distribution, sales, and entrepreneurial enterprises. This degree option is offered at the Klamath Falls campus.

II. Program Purpose

The Management faculty reviewed the program purpose, objectives, and learning outcomes during the fall faculty meeting in September 2010. The faculty reaffirmed the statements below:

Management – Marketing Option Mission Statement:

The Management – Marketing Option degree program provides students with a broad background in business management, international business, in-depth business computer applications, and detailed, content-specific marketing specialty areas.

Educational Objectives:

(1)The Management - Marketing option prepares students for employment in marketing, sales, advertising, and public relations professions.

(2)The Management - Marketing Option prepares students for entry into a master's degree program.

Student Learning Outcomes:

The Management – Marketing option consists of the nine core Management Department student learning outcomes as well as one student learning outcome specific to this program. Upon completion of this program, Management - Marketing graduates will be able to:

1. Demonstrate an understanding of the functional areas of accounting, marketing, finance, management, and economics.

2. Demonstrate an understanding of the legal and social environment of business.
3. Demonstrate an understanding of the global environment of business.
4. Demonstrate an understanding of the ethical obligations and responsibilities of business.
5. Demonstrate the ability to use business tools.
6. Demonstrate information literacy.
7. Demonstrate the ability to communicate effectively.
8. Demonstrate the ability to apply knowledge of business concepts and functions in an integrated manner.
9. Demonstrate the ability to work effectively in teams and/or groups.

III. Assessment Cycle

Assessment schedule

IACBE requires all accredited institutions to complete a full assessment cycle for all IACBE core student learning outcomes (SLOs 1-9) on an annual basis. Program-specific learning outcomes will be assessed annually.

IV. 2010-2011 Assessment Activities

The assessment results for the nine core student learning outcomes will be reported separately in the 2010-11 IACBE Report of Student Learning & Achievement.

Given recent turnover in the Management Department, and in the Marketing and Small Business options in particular, current faculty members believe there is an opportunity to evaluate and improve these two degree options. Assessment activities conducted during the 2009-2010 assessment cycle likewise indicated that opportunities exist to improve delivery of core competencies. Interested faculty members are currently meeting and are committed to addressing possible program revisions. Ongoing activities include preliminary research to identify student and industry needs; identifying competencies currently taught and performing a gap analysis utilizing current research and data; and critically analyzing opportunities for curriculum revisions. As these discussions are ongoing, and programmatic changes are likely, the Marketing program did not assess any PSLOs this year. The faculty will revisit the program's PSLOs prior to the 2011-2012 assessment cycle.

V. Summary of Findings

Preliminary research conducted fall 2010 identified student expectations and industry needs in management areas. When asked which skills are most important for students pursuing degrees in business/management, the top 5 skills, as ranked by Oregon high school students, included: (1) Teamwork, (2)

Communication, (3) Leadership, (4) Critical Thinking, and (5) Marketing. Similarly, when asked to rank the importance of a skill set and then identify their level of satisfaction with that skill set, Oregon industry representatives ranked the following skills as being most important: (1) Critical Thinking, (2) Leadership, (3) Problem-Solving, (4) Teamwork, (5) Professional Ethics, (6) Communication, (7) Strategic Planning, (8) Adaptability, and (9) Project Management. In each instance, satisfaction levels with the identified skill were significantly lower than the level of importance suggesting that industry needs are not being met in these areas. These findings closely align with current academic and industry research.

Using these findings, faculty members drafted outcomes for a new Management degree, spring 2011:

Accounting/Finance:

Demonstrate the ability to interpret, analyze and use financial data to manage business operations and evaluate investments.

International:

Demonstrate an understanding of management strategies for marketing, ethics and critical thinking in an international environment.

HR Management:

Demonstrate an understanding of the strategic role and functions of HR management within an organization that operates domestically and internationally.

Operations:

Demonstrate the ability to effectively plan, monitor and control the successful execution of a project.

Marketing/Communication:

Demonstrate the ability to analyze and describe consumer and business markets using applicable factors of segmentation.

Perform a critical review of the product and service mix strategy of a business or organization as it relates to the market and the marketing functions of product, price, distribution and promotion.

Leadership and Strategy:

Demonstrate an understanding of the role of a leader while leading change with the introduction and implementation of ideas within an organization.

Analyze a company's strategic position, determine its strategic direction, and use their findings to develop and defend strategy recommendations.

Information Technology:

Demonstrate an understanding of the lifecycle and costs of Information Technology as it applies to understanding ROI, Purchase Process, lifespan and scalability.

Use technology for organizational strategic imperatives and have an understanding of using technology to solve business problems and enhance business performance.

Faculty will continue to revise these outcomes and will identify programmatic changes as needed to align program curricula with the identified student learning outcomes.