



UMass Amherst's Educational Effectiveness Plan (EEP) provides departments with an ongoing structure for conducting systematic inquiry into the effectiveness of their efforts to support student success. Departments initially developed and submitted their EEP inquiry plans and evidence gathering strategies in spring 2018 and are asked to provide updates on their progress on a regular basis. EEP activity is also incorporated into the University's strategic planning process – with departments including their EEP progress and findings into their 2021 Strategic Planning Refresh. What follows is the department's most current reporting, as synthesized by the Office of Academic Planning and Assessment (OAPA).

Marketing EEP

Identify the evidence you currently use (beyond GPA) to determine that your undergraduates have achieved the objectives you have for them.

There is a record of the most recent Assurance of Learning results, which we believe shows positive results in meeting these objectives. However, some of the objectives listed are new.

Please describe the focus of your inquiry and explain why this inquiry is important to your department right now.

Line of Inquiry 2018: At the present time, we are focused on elements that are consistent with our strategy and which will ultimately help enhance the undergraduate student experience. We are placing much emphasis on: developing a sales curriculum and program, enhancing/developing a customer experience design and management curriculum, and developing mechanisms which will enhance students' well-being and mindset.

Progress your department has made toward addressing your line of inquiry, and the types of evidence that you have collected to inform your inquiry.

The Marketing Department will focus this semester (spring 2020) on developing a set of student learning objectives.

What are your department's next steps regarding your continuing and/or upcoming EEP line of inquiry?

For the upcoming semester we will be focused on developing student learning objectives. A next step is likely to be assessing student learning of some sort or working on curriculum alignment.

What are the Student Learning Objectives for your department or program(s)?

Marketing, B.B.A.

- Students will have an understanding of the purpose and meaning of marketing and the how it applies in a variety of contexts.

- Students will have an understanding of key stakeholders in the process of marketing, particularly consumers.
- Students will have an understanding of marketing strategy, and key processes, such as the marketing mix, that comprise it.
- Students will have an understanding of differences among consumers, and methods, such as market segmentation, targeting, and positioning, for identifying these differences to enhance customer satisfaction and firm performance.
- Students will have an understanding of the importance of consumer and marketing related data in the marketing process, and have analytic skills for gaining insight from these data.
- Students will have experiences that enable them to practice and learn about marketing.

Experiential Goals

- Students will have experiences that enable them to practice and learn about marketing.