



## Department of Management & Marketing Academic Year 2022 Assessment Report

### MISSION STATEMENT

The mission of the Management and Marketing Department at the University of Montana's College of Business is to provide a professional, collegial environment that fosters excellence in management, marketing, and international business education for undergraduate- and masters-level students, quality scholarly activity, and valuable service to our stakeholders.

### Department Alignment with UM Priorities for Action

1. Empower our students to pursue meaningful careers and to make positive contributions to society (Place student success at the center of all we do; Partner with place)
  - COB Career Development Program
  - Faculty mentor, advise, and connect students to industry through student clubs
    - UM chapter of American Marketing Association
    - UM chapter of Society of Human Resource Management
    - Entertainment Management club
    - Switchback Records (student run record label) and mentoring through student clubs (e.g., UM Marketing Club) and the Management and Marketing Advisory Board
  - Reorganization of the management major elective courses into career focused pathways
  - Reorganization of the marketing major elective courses into career focused pathways
  - Faculty leadership in the Pursue Your Passions program and UM Blackstone Launchpad
2. Enabling our faculty and students to serve as resources for other stakeholders, including businesses and other professional organizations (Proudly tell the UM story; Partner with place)
  - Experiential learning emphasis in courses (e.g., Leadership and Motivation/ Service Learning)
  - Faculty members who consult and teach in Executive Education
  - Faculty leadership and involvement on various Boards of Directors in Missoula and Montana
  - Faculty involvement in interdisciplinary graduate advising and grant submissions and research
  - International experience and exchange courses in Italy, Romania, and New Zealand which include outreach projects
3. Fostering our students' critical thinking and analytical skills, creativity and innovativeness, and awareness and knowledge of global business and sustainability (Drive excellence and innovation in teaching, learning, and research; Place student success at the center of all we do))
  - Masters of Science in Business Analytics and resulting preparation courses focused on quantitative analysis skills and decision-making
  - Requiring a technical marketing elective to graduate in Marketing major
  - Sustainable Business Strategy certificate
  - International Business major

- International Experience courses (discussed in #2)
  - Entertainment Management certificate
4. Maintain and further faculty excellence in teaching, research, and service through best practices in faculty recruitment, continued support of faculty development, and communicating clear, high expectations. (Mission first, people always; Drive excellence and innovation in teaching, learning, and research)
- Six successful faculty searches (three TT, three non-TT) in this accreditation cycle
  - Creation of a new course in Logistics in partnership with industry
  - Leadership in professional organizations

## STUDENT LEARNING GOALS and MEASUREMENT TOOLS

Student Learning Goals (see Appendix 1 for Curriculum Map)	In-Class Exam Questions	In-Class Assignments	In-Class Projects	Intern Employers Survey
1. <u>Departmental Learning Goal:</u> Department students will demonstrate knowledge in the functional areas of management and marketing.				Collected: each year  <u>Target:</u> 100% of students score at a level of 3 or higher on Question 1 of the Intern Employers Survey
2. <u>Departmental Learning Goal:</u> Department students will examine the forces of globalization and how they impact the conduct of business domestically and internationally, including the decision to enter international markets and business strategies available to the firm.	Collected: each semester in upper core required class BGEN 360  <u>Target:</u> Average exam scores will be > or = to 75%.			
3. <u>Departmental Learning Goal:</u> Management students will plan and conduct an effective negotiation.	Collected: Fall semester in required course BMGT 444  <u>Target:</u> 80% of students will get exam questions about negotiation target, offer, reservation point, and BATNA correct.	Collected: Fall semester in required course BMGT 444  <u>Target:</u> 80% of students will show significant improvement in integrative negotiation preparation over three assignments.	Collected: Fall semester in required course BMGT 444  <u>Target:</u> 80% of students will show significant improvement in conducting integrative negotiations in three in-class activities.	
4. <u>Departmental Learning Goal:</u> Management students will practice and assess leadership			Collected: Spring semesters in	

<b>Student Learning Goals</b> <i>(see Appendix 1 for Curriculum Map)</i>	<b>In-Class Exam Questions</b>	<b>In-Class Assignments</b>	<b>In-Class Projects</b>	<b>Intern Employers Survey</b>
skills and formulate a personal leadership development plan.			required course BMGT 420  <u>Target:</u> The class average on the individual leader project is a score of 80% or above.	
5. <u>Departmental Learning Goal:</u> Marketing students will be able to answer important business questions using a variety of marketing research methods.	Collected: spring semester in required marketing class BMKT 342  <u>Target:</u> 80% of students will have exam scores 75% or better.			
6. <u>Departmental Learning Goal:</u> Marketing majors will be able to apply marketing concepts and strategies to online and digital technologies.			Collected in required Marketing course, BMKT 420  <u>Target:</u> 80% of student projects will earn 75% or better.	

## RESULTS and MODIFICATIONS

<b>Learning Goal results</b>	<b>Modifications made to enhance learning</b>
<p>Learning Goal 1: Department students will demonstrate knowledge in the functional areas of management and marketing.</p> <p><u>Result:</u> <i>Target: 100% of students score at a level of 4 or higher on Question 1 of the Intern Employers Survey 2020-2022 Results: 97% of students (32 or 33 students) received a 4 or 5 (on a five-point scale)</i></p>	<p><u>Modification:</u> Target not quite met.</p>
<p>Learning Goal 2: Department students will examine the forces of globalization and how they impact the conduct of business domestically and internationally, including the decision to enter international markets and business strategies available to the firm.</p> <p><u>Result A/ BGEN 360 Exams:</u> <i>Target: Average exam scores will be &gt; or = to 75%.</i></p>	

Learning Goal results	Modifications made to enhance learning
<p>2020-2022 Result: &gt; 75% exam scores observed in four sections measured</p> <p><u>Result B/ International Case Assignments:</u>  <i>Target: 75% of students will score at 80% or higher on case assignments.</i></p>	<p><u>Modification:</u> Satisfactory results. No modification at this time.</p>
<p>Learning Goal 3: Management students will plan and conduct an effective negotiation.</p> <p><u>Result A/ BMGT 444 Exam:</u>  <i>Target: 80% of students will answer specific exam questions correctly.</i>            2020-2022 Result: 91.9% of student answers to these questions were correct</p> <p><u>Result B/ BMGT 444 Assignment:</u>  <i>Target: 80% of students will show improvement over three assignments</i>            2020-2022 Result: 82.84% of students showed improvement.</p> <p><u>Result C/ BMGT 444 Class activity:</u>  <i>Target: 80% of students will show improvement over negotiation simulations in class</i>            2020-2022 Result: 80.54% of students showed improvement.</p>	<p><u>Modification:</u> Satisfactory results. No modification at this time.</p>
<p>Learning Goal 4: Management students will practice and assess leadership skills and formulate a personal leadership development plan.</p> <p><u>Result / BMGT 420:</u>  <i>Target: The class average on the individual leader project is a score of 80% or above.</i></p> <p>2020-2022 Result: target met in three of the four sections sampled.</p>	<p><u>Modification:</u> No modification at this time. The one section that did not meet the target had an average</p>
<p>Learning Goal 5: Marketing students will be able to answer important business questions using a variety of marketing research methods.</p> <p><u>Result / BMKT 342:</u>  <i>Target: 80% of students will have exam scores of 75% or better in BMKT 342</i></p> <p>2020-2022 Result: 81.25% of students have exam scores of 75% or higher in the sections sampled.</p>	<p><u>Modification:</u> Satisfactory results. No modification at this time.</p>
<p>Learning Goal 6: Marketing majors will be able to apply marketing concepts and strategies to online and digital technologies.</p> <p><u>Result / BMKT 420:</u>  <i>Target: 80% of student projects will earn 75% or better.</i></p>	<p><u>Modification:</u> Satisfactory results. No modification at this time. This course is ever-evolving with new technology and innovations in marketing media.</p>

Learning Goal results	Modifications made to enhance learning
2020-2022 Result: 96% of students scored 75% or better on the person media project.	

## **FUTURE PLANS FOR CONTINUED ASSESSMENT**

1. See MODIFICATIONS listed above for specific plans based on results.
2. In addition, over the next two year we plan to do the following:
  - a. Re-evaluate our learning goals. In particular, consider adding learning goals related to marketing analytics and business strategy.
  - b. Work with COB and UM administration to offer our undergraduate management degree in an asynchronous online format.
  - c. Monitor and evaluate the current elective offerings and corresponding career paths for our majors, and make adjustments as necessary.
3. Continue to collect data for Learning Goals each year and analyze progress.
4. The programs in the Department of Management and Marketing are assessed as part of the Association to Advance Collegiate Schools of Business (AACSB) accreditation for the College of Business. We will work to align the accreditation goals and metrics with those collected and assessed for AACSB process. This will reduce the redundant work produced for this assessment report.

## **APPENDICIES**

1. Curriculum Map for Management, Marketing, and International Business majors
2. Intern Employers Survey – Management & Marketing

# Appendix 1 Curriculum Map

Curriculum Map

(only for our departmental upper core and major classes)

Department of Management & Marketing

2020-2022

Courses	Intended Student Learning Outcomes					
	Functional Knowledge	Global/ International	Negotiation	Leadership Development	Marketing Research	Online/digital Marketing
BGEN 341	I, D	I, D	I, D	I, D		
BGEN 342	I, D, M		D	D		
BGEN 360	D	D, M, A	D	D		
BMGT 420	D, M	D	D, M	M, A		
BMGT 444	D, M	D	M, A	D		
BMGT 448	D, M	D, M	D	D		
BMKT 325	I, D	I			I	I
BMKT 337	D, M	D			D	D
BMKT 342	D, M	D			D,M,A	D
BMKT 420	D, M	D			D	D,M,A
BMGT 499	M	M				

I - Introduced

D - Developed/reinforced

M - Demonstrated mastery

A - Assessment collected

*Updated Fall 2022*

**Appendix 2 Intern Employers Survey – Management & Marketing  
Fall 2020 – Spring 2022**

		Fall2020-Spring 2021		Summer 2021-Spring 2022		Total
Question	Topic	n	Scores of 4 or 5	n	Scores of 4 or 5	%
1	Demonstrated fundamental business knowledge...	13	12	20	20	97
2	Integrated business concepts	13	11	20	18	88
3	Wrote effectively	12	11	19	17	90
4	Gave professional oral presentations	10	9	16	14	88
5	Demonstrated effective interpersonal communication	13	12	20	19	94
6	Satisfactorily demonstrated critical thinking skills	13	11	20	17	85
7	Recognized potential ethical dilemmas	7	6	14	11	81
8	Effectively used spreadsheets and technology	11	10	18	15	86
9	Would hire the intern into a permanent position	13	11	19	16	84