Undergraduate Degree Program
Program - COB Marketing SLO (BBA)

Mission Statement
The mission of the Department of Marketing and Logistics is to generate, disseminate, and apply marketing knowledge by engaging in high quality teaching, research, professional service, and professional development activities. The department develops and delivers quality marketing programs which foster an educational culture that helps students excel at developing, implementing, and controlling marketing strategies and tactics. The department strives to be recognized as a leader in undergraduate marketing education, nationally and internationally.

Outcomes
FIU graduates should be able to achieve the following:

<table>
<thead>
<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Knowledge 1</strong></td>
<td>Procedure:</td>
</tr>
</tbody>
</table>
| Graduates will be able to identify the core factors that need to be examined for understanding consumer behavior. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Marketing in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%. |
| **Content Knowledge 2**                             | Procedure:      |
| Graduates will be able to calculate retail pricing on both cost and profit based approaches. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Marketing in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%. |
| **Content Knowledge 3**                             | Procedure:      |
| Graduates will be able to interpret the language of marketing research. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Marketing in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%. |
| **Content Knowledge 4**                             | Procedure:      |
| Graduates will be able to analyze a company's marketing strategy and recognize appropriate and inappropriate marketing | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by |
the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Marketing in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%.