The Coggin College of Business operates a college-wide strategy to assess its six learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which links to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Oral communication (objective 1) is assessed by student performance during SPC 4064 (Public Speaking for Professionals), using a standardized, anchored grading rubric.

Written communication (objective 1) is assessed in MAN3025, via a standardized written evaluation system.

Electronic communication (objective 1) is assessed in MAN3025, via a standardized evaluation system.

Ethics (objective 2) is assessed via a standardized test in the capstone policy course.

International business knowledge (objective 3) is assessed on the international assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

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Marketing

Program Mission Statement

The UNF undergraduate program in marketing is intended for students who seek learning opportunities about marketing functions, institutions and marketing management practices in consumer and organizational business, industrial and governmental markets. The marketing curriculum is designed to expose students to the foundations and functioning of marketing and marketing management and to develop their understanding, appreciation, and proficiency in marketing decision making within and across firms and in society. The curriculum furnishes students with content knowledge and its applications in the principles of marketing, consumer behavior, marketing research and information systems, strategic marketing management, international marketing and additional elective areas of marketing as well as more general knowledge and skills relevant to business and a business career.

Student Learning Outcomes

Graduates will be able to:

Content/Discipline-Specific Knowledge/Skills

• Students will demonstrate knowledge and understanding of the global economy and the ability to recognize the impact of diverse socioeconomic and cultural factors on business operations.

• Students will demonstrate the ability to utilize technology to enhance decision-making skills and improve productivity.

• Students will demonstrate content knowledge in the major functional areas of business: Accounting, Economics, Management, Marketing, Quantitative Business Analysis, Information Systems, Finance, and the Legal and Social Environment.

Communication Skills

• Students will communicate effectively in written, oral and electronic formats.

Critical Thinking Skills

• Students will demonstrate the ability to identify and reconcile ethical issues in decision-making.

• Students will demonstrate the ability to think critically to identify problems, and propose alternatives to these problems and implement solutions.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its six learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which links to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

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