

**Assessment Based Improvement Report**  
**Department(Unit): Marketing**  
**College (Division): Dean - College of Business Administration**

<b>Assessment Result from UEP that Indicated Need for Improvement</b>	<b>Improvements Implemented</b>	<b>Semester</b>
1. Undergraduate students need to improve their business interpersonal communication skills.  2. Master of Science in Marketing Research students need more practical marketing research experience.  3. The faculty should increase its research activity by five percent.	1. Hired a full-time business communications instructor that emphasizes building interpersonal communication skills in class.  2. MSMR Director worked with the Marketing Research Graduate Student Association to conduct a "real" marketing research project each semester.  3. The department hired four Masters-level teaching assistants to work with the professors. We also hired four Ph.D. students.	Fall-2003
1. Because the department is small, tenure track faculty were becoming overburdened with service activities.	1. The Chair assigned more service activities to full-time and part-time lecturers.	Spring-2004

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