

## TRENDS IN OUTCOME ASSESSMENT PRACTICES AND THEIR IMPLICATION FOR MARKETING EDUCATION

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### ABSTRACT

Outcome assessment has been a major issue in higher education for several years. Over time the outcome assessment movement has matured from its relatively modest expectations and reliance on student satisfaction oriented measures early on to more rigorous expectations for demonstrating effectiveness. Representative of this new stage of development is AACSB's position statement that "... Assessment programs should include direct measures of learning. Course grades are not program assessment measures." (AACSB web site)

Measuring student perceptions and satisfaction ratings on exit surveys are still useful inputs for program planning, but are clearly no longer sufficient to demonstrate a degree program's effectiveness. AACSB is expecting schools to move toward compliance with this direct approach to outcome assessment so that by 2007, fully functioning direct assessment processes are in place.

This special session addresses this timely and important issue for marketing departments. It is focused on a discussion of the outcome assessment practices of marketing departments, how these practices integrate with the practices at other levels of the university, directions for research on outcome assessment, and methods of learning assessment used in marketing education research more broadly.

The session will address these questions:

- How shall we measure the effectiveness of marketing education practices?
- What outcome assessment practices make the most sense for marketing departments to employ in conjunction with the assessment practices being used at school and university levels?

- What direction is research in outcome assessment taking?
- What affect will outcome assessment practices have on the broader range of scholarship in marketing education? Specifically, what measures of the effectiveness of educational practices will be required for publication in journals of marketing education?

Brief presentations by the panelists will be followed by highly interactive workshop discussion among the session attendees around these questions. It is hoped that best practices will be shared and creativity will be sparked to assist marketing departments in meeting these new AACSB expectations.