

## BACHELOR OF ARTS IN PUBLIC RELATIONS AND MARKETING ANNUAL ASSESSMENT PLAN & FINDINGS 2021-2022 ACADEMIC YEAR

### 2021 – 2022 CURRICULUM MAP

	<b>PLO 1</b> Develop an understanding and mastery of marketing, and public relations functions.	<b>PLO 2</b> Create a repertoire of communication skills in order to become an effective communicator across contexts.	<b>PLO 3</b> Develop competence in using planning skills to create and implement marketing and public relations solutions to meet client's needs.	<b>PLO 4</b> Evaluate the effectiveness and appropriateness of marketing and public relations messages.	<b>PLO 5</b> Engage in problem analysis, strategic planning, message development, and tactical solutions.
<i>MGT 330: Management for Organizations</i>		<b>R</b>			<b>I</b>
<i>BUS 330: Principles of Marketing</i>	<b>I</b>	<b>R</b>	<b>M</b>	<b>R</b>	<b>I</b>
<i>BUS 317: Introduction to Advertising</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 336: Marketing Strategy</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>M</b>	<b>M</b>
<i>BUS 339: Marketing Research</i>	<b>R</b>		<b>R</b>		<b>M</b>
<i>BUS 340: Business Communications</i>		<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 343: International Marketing</i>	<b>M</b>		<b>R</b>		<b>R</b>
<i>BUS 350: Consumer Behavior</i>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>
<i>BUS 352: e-Business</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>CGD 218: Visual Literacy in Business</i>		<b>I</b>			
<i>CGD 240: Media Writing &amp; Editing</i>	<b>I</b>	<b>R</b>	<b>I</b>	<b>I</b>	
<i>CGD 318: Public Relations Practices &amp; Promotional Writing</i>	<b>I</b>	<b>M</b>	<b>R</b>	<b>R</b>	<b>I</b>

<i>PRM 300: Introduction to Project Management</i>			<b>R</b>		
<i>PHI 445: Personal &amp; Organizational Ethics</i>		<b>R</b>		<b>R</b>	
<i>BUS 421: PR/Marketing Capstone</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

I (Introduced), R (Reinforced), or M (Mastered).

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Develop an understanding and mastery of marketing, and public relations functions.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: BUS 343 Final Paper	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	11	12	91.67%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: BUS 421 Final Marketing Plan	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	108	118	91.53%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 421 End of Course Survey	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: <ul style="list-style-type: none"> <li>The quality of my educational experience has been met.</li> </ul>	10	10	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 2 - Create a repertoire of communication skills in order to become an effective communicator across contexts.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET</b>

					<b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: BUS 421 Final Marketing Plan	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	57	60	95.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CGD 318 Final Paper	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	70	99	70.71%	2. MEETS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 421 End of Course Survey	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: <ul style="list-style-type: none"> <li>• Course assignments require me to think critically.</li> </ul>	10	10	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 3 - Develop competence in using planning skills to create and implement marketing and public relations solutions to meet client's needs.</b>					

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CGD 318 Final Paper	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	70	99	70.71%	2. MEETS THE ACCEPTABLE TARGET
	70% of BA Public Relations and Marketing students must receive a proficient or	108	118	91.53%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: BUS 421 Final Marketing Plan	distinguished evaluation on relevant content criteria mapped to this PLO.				
Indirect Measure 1: BUS 421 End of Course Survey	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: <ul style="list-style-type: none"> <li>The quality of my educational experience has been met.</li> </ul>	10	10	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET

**PLO 4 - Evaluate the effectiveness and appropriateness of marketing and public relations messages.**

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
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Direct Measure 1: BUS 336 Week Two Paper	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	14	14	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: BUS 421 Final Marketing Plan	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	27	30	90.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 421 End of Course Survey	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: <ul style="list-style-type: none"> <li>• Course assignments require me to think critically.</li> </ul>	10	10	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 5 - Engage in problem analysis, strategic planning, message development, and tactical solutions.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING</b>	<b>TOTAL NUMBER OF STUDENT</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT</b>	<b>ASSESSMENT RESULTS:</b>



		ACCEPTABLE TARGET	RECORDS OBSERVED	RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 339 Final Paper	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	79	99	79.80%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: BUS 421 Final Marketing Plan	70% of BA Public Relations and Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	108	118	91.53%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: BUS 421 End of Course Survey	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: <ul style="list-style-type: none"> <li>• The quality of my educational experience has been met.</li> </ul>	10	10	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
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**OVERALL RECOMMENDATIONS**

*Overall, it is recommended to review the assessment plans (including measures used, alignment mapping, and targets set) and the curriculum map in preparation for the 2022-23 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO. Also, now that BUS 336 has been revised, it is recommended to find another direct measure for PLO 4.*

**ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT**

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLO 2 and 3</i>	<i>CGD 318 Final Paper</i>	<i>Program Lead, Core Faculty</i>	<i>Not Started</i>	<i>3 months</i>
<i>Action Details</i>	<i>Student performance meets the acceptable target for the CGD 318 Final Paper; however, performance is significantly lower than other measures. The Program Lead for the Bachelor of Arts in Public Relations and Marketing and faculty will review the assignment and revise if needed.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-5</i>	<i>Continued levels of student achievement on all PLOs.</i>	<i>Program Lead, Core Faculty, Assessment</i>	<i>Not Started</i>	<i>6 months</i>
<i>Action Details</i>	<i>Because all acceptable targets were met, the Program Lead for the Bachelor of Arts in Public Relations and Marketing and faculty will review the curriculum map and monitor learning outcomes achievement throughout the 22-23 academic year.</i>			

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLO 4</i>	<i>BUS 336 Week 2 Paper</i>	<i>Program Lead, Core Faculty, Assessment</i>	<i>Not Started</i>	<i>6 months</i>
<i>Action Details</i>	<i>Since BUS 336 was revised in 2022 and does not align to PLO 4, the Program Lead for the Bachelor of Arts in Public Relations and Marketing will review the mapping and update the direct measure.</i>			