

**BACHELOR OF ARTS IN MARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS  
2021-2022 ACADEMIC YEAR**

**2021 – 2022 CURRICULUM MAP**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>
	Apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures.	Employ market research, data analysis, and analytics techniques to make informed marketing decisions.	Compare legal, ethical, sustainable, and socially responsible marketing principles.	Utilize appropriate marketing communications and digital practices to meet organizational and consumer needs.	Create a strategic marketing plan for a dynamic business environment.
<i>MGT 330: Management for Organizations</i>	I		I	I	I
<i>BUS 340: Business Communications</i>	I	I	I	I	
<i>BUS 330: Principles of Marketing</i>	R	I	R	R	R
<i>BUS 317: Introduction to Advertising</i>	R		R	R	R
<i>BUS 308: Statistics for Managers</i>		R			
<i>BUS 339: Market Research</i>	R	R			R
<i>BUS 311: Business Law</i>			R		
<i>BUS 350: Consumer Behavior</i>	R	R			R
<i>ECO 204: Principles of Microeconomics</i>		R			R
<i>BUS 343: International Marketing</i>	R	R	R		

<i>BUS 351: Integrated Marketing Communications</i>			R	R	R
<i>ACC 205: Principles of Accounting</i>	R	R			
<i>BUS 401: Principles of Finance</i>	R	R	R		
<i>BUS 410: Internet Marketing Essentials</i>		M		M	
<i>BUS 495: Marketing Capstone Course</i>	M	R	M	M	M

I (INTRODUCED) R (REINFORCED) M (MASTERED)

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures.</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:</b>
					<ol style="list-style-type: none"> <li>1. EXCEEDS THE ACCEPTABLE TARGET</li> <li>2. MEETS THE ACCEPTABLE TARGET</li> <li>3. DOES NOT MEET THE ACCEPTABLE TARGET</li> <li>4. INSUFFICIENT DATA</li> </ol>

<p>Direct Measure 1: CPC Comprehensive Exam – Marketing Section</p>	<p>BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Marketing section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p><b>UAGC:</b> N=50, Mean=814, <b>Traditional:</b> 42810/606: <b>Online:</b> 38310/621</p>	<p><b>UAGC:</b> N=50, Mean=814, <b>Traditional:</b> 42810/606: <b>Online:</b> 38310/621</p>	<p>On average BA Marketing students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Marketing section of the Common Professional Component comprehensive exam.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>49</p>	<p>50</p>	<p>49 out of 50 (98.00%) BA Marketing students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

Direct Measure 3: BUS 343 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	23	24	23 out of 24 (95.83%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: BUS 495 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	188	217	188 out of 217 (86.64%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey PLO1	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:	1	21	90.48% of BA Marketing students upon completion of the program during the 2020-21	1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"><li>• I effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures.</li></ul>			assessment cycle indicated that they agreed or strongly agreed that they effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures.	
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PLO 2 - Employ market research, data analysis, and analytics techniques to make informed marketing decisions.					
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: CPC Comprehensive Exam -Marketing Section	BA Marketing Students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Marketing section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=50, Mean=814, <b>Traditional:</b> 42810/606: <b>Online:</b> 38310/621	<b>UAGC:</b> N=50, Mean=814, <b>Traditional:</b> 42810/606: <b>Online:</b> 38310/621	On average BA Marketing students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional	2. MEETS THE ACCEPTABLE TARGET

				Aggregate Pool on the Marketing section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	49	50	49 out of 50 (98.00%) BA Marketing students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 339 Final Paper	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	159	168	159 out of 168 (94.64%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET



<p>Direct Measure 4: BUS 410 Final Assignment</p>	<p>70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>15</p>	<p>15</p>	<p>15 out of 15 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey PLO2</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively employed market research, data analysis and analytics techniques to make informed marketing decisions.</li> </ul>	<p>18</p>	<p>21</p>	<p>85.71% of BA Marketing students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively employed market research, data analysis and analytics techniques to make informed</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				marketing decisions.	
<b>PLO 3 - Compare legal, ethical, sustainable, and socially responsible marketing principles.</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: CPC Comprehensive Exam – Advanced Marketing II Section	BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Advanced Marketing II section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=50, Mean=810, <b>Traditional:</b> 330/658: <b>Online:</b> N/A	<b>UAGC:</b> N=50, Mean=810, <b>Traditional:</b> 330/658: <b>Online:</b> N/A	On average BA Marketing students scored above the average of the Traditional Aggregate Pool on the Advanced Marketing II section of the Common	2. MEETS THE ACCEPTABLE TARGET

				Professional Component comprehensive exam. Data for the online pool for Advanced Marketing II was not available for comparison.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	49	50	49 out of 50 (98.00%) BA Marketing students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 330 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	458	640	458 out of 640 (71.56%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this	2. MEETS THE ACCEPTABLE TARGET

				PLO at the Reinforced level.	
Direct Measure 4: BUS 343 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	23	24	23 out of 24 (95.83%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey PLO3	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: <ul style="list-style-type: none"> <li>I effectively compared legal, ethical, sustainable, and socially responsible marketing principles.</li> </ul>	19	21	90.48% of BA Marketing students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively compared legal, ethical, sustainable, and socially responsible	1. EXCEEDS THE ACCEPTABLE TARGET

				marketing principles.	
<b>PLO 4 - Utilize appropriate marketing communications and digital practices to meet organizational and consumer 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	1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Advanced Marketing II Section	BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Advanced Marketing II section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=50, Mean=810, <b>Traditional:</b> 330/658: <b>Online:</b> N/A	<b>UAGC:</b> N=50, Mean=810, <b>Traditional:</b> 330/658: <b>Online:</b> N/A	On average BA Marketing students scored above the average of the Traditional Aggregate Pool on the Advanced Marketing II section of the Common Professional Component comprehensive exam. Data for the online pool for	2. MEETS THE ACCEPTABLE TARGET

				Advanced Marketing II was not available for comparison.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	49	50	49 out of 50 (98.00%) BA Marketing students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 351 Final Paper	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	705	780	705 out of 780 (90.38%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey PLO4	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will	18	21	8% of BA Marketing students upon completion of the	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>be:</p> <ul style="list-style-type: none"><li>• I effectively utilized appropriate marketing communications and digital practices to meet organizational and consumer needs.</li></ul>			<p>program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively utilized appropriate marketing communications and digital practices to meet organizational and consumer needs.</p>	
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PLO 5 – Create a Strategic Marketing Plan for a Dynamic Business Environment					
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: CPC Comprehensive Exam - Marketing Section	BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Marketing section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=50, Mean=814, <b>Traditional:</b> 42810/606: <b>Online:</b> 38310/621	<b>UAGC:</b> N=50, Mean=814, <b>Traditional:</b> 42810/606: <b>Online:</b> 38310/621	On average BA Marketing students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Marketing	2. MEETS THE ACCEPTABLE TARGET



				section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	49	50	49 out of 50 (98.00%) BA Marketing students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: BUS 495 Final Paper	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	188	217	188 out of 217 (86.64%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: End of Program Survey PLO5</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively created a strategic marketing plan for a dynamic business environment.</li> </ul>	<p>19</p>	<p>21</p>	<p>90.48% of BA Marketing students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively created a strategic marketing plan for a dynamic business environment.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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OVERALL RECOMMENDATIONS				
<p>Given the numerous changes that occurred during the 2021-22 academic year, program leads and faculty will monitor the 2021-22 data in conjunction with the 2022-23 academic year data.</p>				

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1,2,3,4,5	Curriculum Map Used in the Assessment Plan	Program Lead, Core Faculty, Associate Faculty, Assessment	Not started	3 months
Action Details	Analyze the curriculum map, indicating areas where scaffolding of student learning, for example, Introduced, Reinforced and Mastered is accurate.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 2	Direct Measure 4: BUS 410 Final Assignment	Program Lead, Core Faculty, Associate Faculty, Assessment	Not started	6 months
Action Details	Make changes to the curriculum map where an assignment measure may not be acceptable anymore based on recent course revisions, or an area where the program has changed focus since the last assessment plan was created. Adding a measure for a better overall data impression per program is an example of this.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	Direct Measure 1: CPC Comprehensive Exam – Advanced Marketing II Section Direct Measure 2: CPC Comprehensive Exam-Score Direct Measure 3: BUS 351 Final Paper	Program Lead, Core Faculty, Associate Faculty, Assessment	Not started	9 months

Action Details	Assess the alignment for the Peregrine CPC sections. Each PLO should align with a topic for the CPC exam, adjusting these areas will highlight the need to align sections per PLO to meaningful student learning. Make changes to the curriculum map where an assignment measure may not be acceptable anymore based on recent course revisions, or an area where the program has changed focus since the last assessment plan was created. Adding a measure for a better overall data impression per program is an example of this.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 5	Direct Measure 4: BUS 495 Final Paper Acceptable Target: 70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	Program Lead, Core Faculty, Associate Faculty, Assessment	Not started	9 months
Action Details	Review and modify, if needed, the targets for direct measures per assessment plan. Justification for this it to assess the rigor of targets set for student learning and align with accreditation and program specific purposes.			