

**BACHELOR OF ARTS IN MARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS
2022-2023 ACADEMIC YEAR**

2022 – 2023 CURRICULUM MAP

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
	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)

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures.					
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.	UAGC: N=79 Mean=727 Traditional: N=43020 Mean=627 Online: N=38850 Mean=645	UAGC: N=79 Mean=727 Traditional: N=43020 Mean=627 Online: N=38850 Mean=645	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.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	75	79	75 out of 79 (94.94%) BA Marketing students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

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.	371	411	371 out of 411 (90.27%) 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.	406	512	406 out of 512 (79.30%) 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 PLO1</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"> • I effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures. 	<p>73</p>	<p>78</p>	<p>93.59% of BA Marketing students upon completion of the program during the 2022-23 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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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.	UAGC: N=79 Mean=727 Traditional: N=43020 Mean=627 Online: N=38850 Mean=645	UAGC: N=79 Mean=727 Traditional: N=43020 Mean=627 Online: N=38850 Mean=645	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.	75	79	75 out of 79 (94.94%) BA Marketing students from July 1, 2022, to June 30, 2023, 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.	552	665	552 out of 665 (83.01%) 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 410 Final Assignment	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	309	315	309 out of 315 (98.10%) 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 PLO2	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"> • I effectively employed market research, data analysis and analytics techniques to make informed marketing decisions. 	73	78	93.59% of BA Marketing students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively employed market research, data analysis and analytics techniques to make informed	1. EXCEEDS THE ACCEPTABLE TARGET

				marketing decisions.	
PLO 3 - Compare legal, ethical, sustainable, and socially responsible marketing principles.					
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.	UAGC: N=79 Mean=758 Traditional: N=330 Mean=678 Online: N=N/A Mean=N/A	UAGC: N=79 Mean=758 Traditional: N=330 Mean=678 Online: N=N/A Mean=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.	75	79	75 out of 79 (94.94%) BA Marketing students from July 1, 2022, to June 30, 2023, 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.	457	570	457 out of 570 (80.18%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this	1. EXCEEDS 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.	371	411	371 out of 411 (90.27%) 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"> I effectively compared legal, ethical, sustainable, and socially responsible marketing principles. 	73	78	93.59% of BA Marketing students upon completion of the program during the 2022-23 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.	
PLO 4 - Utilize appropriate marketing communications and digital practices to meet organizational and consumer needs.					
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.	UAGC: N=79 Mean=758 Traditional: N=330 Mean=678 Online: N=N/A Mean=N/A	UAGC: N=79 Mean=758 Traditional: N=330 Mean=678 Online: N=N/A Mean=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.	75	79	75 out of 79 (94.94%) BA Marketing students from July 1, 2022, to June 30, 2023, 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.	805	887	805 out of 887 (90.76%) 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 be: <ul style="list-style-type: none"> • I effectively utilized appropriate marketing communications and digital practices to meet organizational and consumer needs. 	73	78	93.59% of BA Marketing students upon completion of the program during the 2022-23 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.	1. EXCEEDS THE ACCEPTABLE TARGET
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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.	UAGC: N=79 Mean=727 Traditional: N=43020 Mean=627 Online: N=38850 Mean=645	UAGC: N=79 Mean=727 Traditional: N=43020 Mean=627 Online: N=38850 Mean=645	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.	75	79	75 out of 79 (94.94%) BA Marketing students from July 1, 2022, to June 30, 2023, 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.	406	512	406 out of 512 (79.30%) 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"> • I effectively created a strategic marketing plan for a dynamic business environment. 	<p>73</p>	<p>78</p>	<p>93.59% of BA Marketing students upon completion of the program during the 2022-23 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 2022-23 academic year, program leads, and faculty will monitor the 2022-23 data in conjunction with the 2023-24 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	In Progress	2023/2024 assessment cycle
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	In Progress	2023/2024 assessment cycle
Action Details	Monitor Data for BUS410 after revision to the final assignment.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	Direct Measure 1: CPC Comprehensive Exam – Advanced Marketing II Section	Program Lead, Core Faculty, Associate Faculty, Assessment	Not started	2023/2024 assessment cycle
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	2023/2024 assessment cycle
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.			