

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. | | | |
| MGT 330: Management for Organizations | ı | | ı | ı | I | | | |
| BUS 340: Business Communications | I | I | I | I | | | | |
| BUS 330: Principles of Marketing | R | I | R | R | R | | | |
| BUS 317: Introduction to Advertising | R | | R | R | R | | | |
| BUS 308: Statistics for Managers | | R | | | | | | |
| BUS 339: Market Research | R | R | | | R | | | |
| BUS 311: Business Law | | | R | | | | | |
| BUS 350: Consumer Behavior | R | R | | | R | | | |
| ECO 204: Principles of Microeconomics | | R | | | R | | | |
| BUS 343: International Marketing | R | R | R | | | | | |

$O\!f\!f\!i\!ce\ of\ Assessment\ and\ Curricular\ A\!f\!f\!airs$

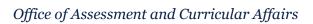


| BUS 351: Integrated Marketing Communications | | | R | R | R |
|--|---|---|---|---|---|
| ACC 205: Principles of Accounting | R | R | | | |
| BUS 401: Principles of Finance | R | R | R | | |
| BUS 410: Internet Marketing Essentials | | M | | M | |
| BUS 495: Marketing Capstone Course | M | R | M | M | М |

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

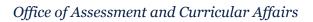


ANNUAL ASSESSMENT PLAN FINDINGS PLO 1 - Apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures. **MEASURE ACCEPTABLE TARGET TOTAL NUMBER** TOTAL ASSESSMENT **ASSESSMENT OF STUDENT NUMBER OF RESULTS: RESULTS: RECORDS STUDENT PERCENTAGE OF** 1. EXCEEDS THE **RECORDS MEETING ACCEPTABLE STUDENT ACCEPTABLE OBSERVED RECORDS TARGET TARGET MEETING** 2. MEETS THE **ACCEPTABLE ACCEPTABLE TARGET TARGET** 3. DOES NOT MEET THE ACCEPTABLE **TARGET** 4. INSUFFICIENT DATA



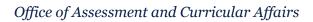


| Direct Measure 1: CPC Comprehensive Exam – Marketing Section | BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Marketing section of the CPC comprehensive exam when compared 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 |

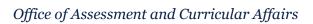




| Indirect Measure 1: End of Program Survey PLO1 | 70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures. | 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 applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures. | 1. EXCEEDS THE ACCEPTABLE TARGET |
|--|--|----|----|--|----------------------------------|
|--|--|----|----|--|----------------------------------|

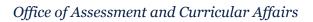


| PLO 2 - Employ marke | PLO 2 - Employ market research, data analysis, and analytics techniques to make informed marketing decisions. | | | | | | |
|--|---|---|---|--|---|--|--|
| MEASURE | ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS 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 |

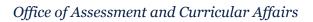




| Direct Measure 4: BUS 410 Final Assignment | 70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO. | 309 | 315 | 309 out of 315 (98.10%) of records evaluated indicated proficient or distinguished performance on this key assignment's 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: • 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 |

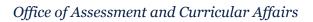


| PLO 3 - Compare legal | , ethical, sustainable, and socially responsib | le marketing pring | rinles | marketing decisions. | |
|---|---|--|--|--|---|
| MEASURE | ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS OBSERVED | ASSESSMENT RESULTS: 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 – 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: • 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 |

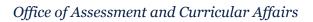


| PLO 4 - Utilize approp | riate marketing communications and digital | practices to meet | organizational a | marketing principles. nd consumer needs | i |
|--|---|--|--|--|--|
| MEASURE | ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS 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 |

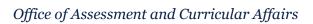




| communications and digital practices to meet | Indirect Measure 1: End of Program Survey PLO4 | 70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I effectively utilized appropriate marketing communications and digital practices to meet organizational and consumer needs. | 73 | 78 | and digital | 1. EXCEEDS THE ACCEPTABLE TARGET |
|--|--|---|----|----|-------------|----------------------------------|
|--|--|---|----|----|-------------|----------------------------------|

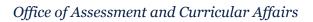


| PLO 5 – Create a Strat | egic Marketing Plan for a Dynamic Business | Environment | | | |
|---|---|---|---|--|---|
| MEASURE | ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET | TOTAL NUMBER OF STUDENT RECORDS OBSERVED | ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS 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 |





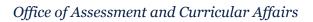
| Indirect Measure 1: End of Program Survey PLO5 | 70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I effectively created a strategic marketing plan for a dynamic business environment. | 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 created a strategic marketing plan for a dynamic business environment. | 1. EXCEEDS THE ACCEPTABLE TARGET |
|--|---|----|----|---|----------------------------------|
|--|---|----|----|---|----------------------------------|



OVERALL RECOMMENDATIONS

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.

| | ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT | | | | | |
|----------------|---|---|-------------|--------------------------------|--|--|
| ОИТСОМЕ | 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 | | | | | |
| 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 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. | | | | | |





| 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. | | | |