

BACHELOR OF ARTS IN MARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS 2020-2021 ACADEMIC YEAR

2020 – 2021 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	M	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

<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>UAGC: N=21, Mean=714, Traditional: 40830/589: Online: 38190/603</p>	<p>UAGC: N=21, Mean=714, Traditional: 40830/589: Online: 38190/603</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>21</p>	<p>21</p>	<p>21 out of 21 (100.00%) BA Marketing students from July 1, 2020 to June 30, 2021 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.	258	309	258 out of 309 (83.50%) 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.	160	177	160 out of 177 (90.44%) 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:	19	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">• I effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures.			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.	UAGC: N=21, Mean=714, Traditional: 40830/589: Online: 38190/603	UAGC: N=21, Mean=714, Traditional: 40830/589: Online: 38190/603	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.	21	21	21 out of 21 (100.00%) BA Marketing students from July 1, 2020 to June 30, 2021 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.	624	743	624 out of 743 (83.98%) 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 Week Three 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>165</p>	<p>168</p>	<p>165 out of 168 (98.21%) 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"> • I effectively employed market research, data analysis and analytics techniques to make informed marketing decisions. 	<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.	
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=21, Mean=690, Traditional: 300/623: Online: N/A	UAGC: N=21, Mean=690, Traditional: 300/623: Online: 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.	21	21	21 out of 21 (100.00%) BA Marketing students from July 1, 2020 to June 30, 2021 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 351 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	451	492	451 out of 492 (91.67%) 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. 	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.	
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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=21, Mean=690, Traditional: 300/623: Online: N/A	UAGC: N=21, Mean=690, Traditional: 300/623: Online: 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 Advanced Marketing II was	2. MEETS THE ACCEPTABLE TARGET

				not available for comparison.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	21	21	21 out of 21 (100.00%) BA Marketing students from July 1, 2020 to June 30, 2021 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.	451	492	451 out of 492 (91.67%) 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 	18	21	8% of BA Marketing students upon completion of the program during the 2020-21	1. EXCEEDS THE ACCEPTABLE TARGET

	communications and digital practices to meet organizational and consumer needs.			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.	
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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

<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>UAGC: N=21, Mean=714, Traditional: 40830/589: Online: 38190/603</p>	<p>UAGC: N=21, Mean=714, Traditional: 40830/589: Online: 38190/603</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>21</p>	<p>21</p>	<p>21 out of 21 (100.00%) BA Marketing students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

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.	160	177	160 out of 177 (90.40%) 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: <ul style="list-style-type: none"> • I effectively created a strategic marketing plan for a dynamic business environment. 	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 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 2019-20 academic year, program leads and faculty will monitor the 2020-21 data in conjunction with the 2021-22 academic year data.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1	Direct Measure 3: BUS 343 Final Project	Program Lead	Not started	11/22
Action Details	<i>BUS 343 is scheduled for major revision (by Dr. Ron Beach), so new rubric of the new final paper will be utilized. Considering that new course redesign almost always enhances the quality of the course and students experience, it is expected that new BUS 343's final paper meets the acceptable target by at least 2% more than the current number; new target percentage will be 85.5%.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 2	Direct Measure 3: BUS 339	Program Lead	Not started	11/22
Action Details	<i>BUS 339 is scheduled for major revision (by Dr. Murad Abel), so new rubric of the new final paper will be utilized. Considering that new course redesign almost always enhances the quality of the course and students experience, it is expected that new BUS 339's final paper meets the acceptable target by at least 2% more than the current number; new target percentage will be 85.98%.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 3	Direct Measure 3: BUS 330	Program Lead	Not started	11/22
Action Details	<i>BUS 330 is scheduled for minor revision. Emphasize will be placed on the final paper (add more guidance, explanation, examples, etc. to clarify the instruction of the final paper). The new rubric of the new final paper will be utilized. Considering that new course revision almost always enhances the quality of the course and students experience, it is expected that new BUS 330's final paper meets the acceptable target by at least 1% more than the current number; new target percentage will be 72.56%.</i>			

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLO 4</i>	Direct Measure 3: BUS 351	<i>Program Lead</i>	<i>Not started</i>	<i>11/22</i>
<i>Action Details</i>	<i>Currently Exceeds the acceptable target: 91.67%. BUS 350 launched a new, enhanced design after this data is gathered. So, it is expected that new BUS 350's final paper meets the acceptable target by at least 2% more than the current number; new target percentage will be 93.67%.</i>			