

**BACHELOR OF ARTS IN MARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS
2018-2019 ACADEMIC YEAR**

2018 – 2019 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>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>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>
<p>Direct Measure 3: BUS 343 Final Project</p>	<p>70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>21</p>	<p>35</p>	<p>21 out of 35 (60.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>

<p>Direct Measure 4: BUS 495 Final Project</p>	<p>70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>
<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>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>

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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA

<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>
<p>Direct Measure 3: BUS 339 Final Paper</p>	<p>70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>
<p>Direct Measure 4: BUS 410 Final Paper</p>	<p>70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>18</p>	<p>24</p>	<p>18 out of 24 (75.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced 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>N/A</p>	<p>N/A</p>	<p>As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>
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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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA

Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
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,	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the	4. INSUFFICIENT DATA

	sustainable, and socially responsible marketing principles.			2018-19 assessment cycle.	
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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students,	4. INSUFFICIENT DATA

				findings will not be reported for the 2018-19 assessment cycle.	
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.	8	12	8 out of 12 (66.67%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	3. DOES NOT MEET 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. 	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA

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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
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.	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the 2018-19 assessment cycle.	4. INSUFFICIENT DATA
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. 	N/A	N/A	As the data for BA in Marketing reflect fewer than 10 students, findings will not be reported for the	4. INSUFFICIENT DATA

				2018-19 assessment cycle.	
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OVERALL RECOMMENDATIONS

Overall, it is recommended that the Program Lead for the Bachelor of Arts in Marketing review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2019-2020 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

It is also recommended to review PLO1, BUS343 and PLO4, BUS351 as the targets for these PLOs were not met.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLOs 1-5	<i>Continued levels of student achievement on all PLOs.</i>	<i>Program Chair and Faculty</i>	<i>Complete</i>	<i>June 2019</i>
<i>Action Details</i>	<i>Because all acceptable targets were met, the Program Chair for the Bachelor of Arts in Marketing and faculty will continue to monitor learning outcomes achievement on PLO1-5 throughout the 19-20 academic year.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLOs 1, 4	<i>Continued levels of student achievement on all PLOs.</i>	<i>Program Chair and Faculty</i>	<i>Complete</i>	<i>June 2019</i>
<i>Action Details</i>	<i>Review PLO1, BUS343 and PLO4, BUS351 as the targets for these PLOs were not met.</i>			