

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

2021 – 2022 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	I		ı	I	I			
BUS 340: Business Communications	I	I	ı	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					

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

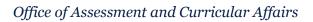


BUS 351: Integrated Marketing Communications			R	R	R
ACC 205: Principles of Accounting	R	R			
BUS 401: Principles of Finance	R	R	R		
BUS 410: Internet Marketing Essentials		M		M	
BUS 495: Marketing Capstone Course	M	R	M	M	М

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

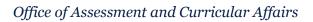


## **ANNUAL ASSESSMENT PLAN FINDINGS** PLO 1 - Apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures. **MEASURE ACCEPTABLE TARGET TOTAL NUMBER** TOTAL ASSESSMENT **ASSESSMENT OF STUDENT NUMBER OF RESULTS: RESULTS: RECORDS STUDENT** 1. EXCEEDS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



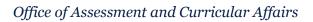


Direct Measure 1: CPC Comprehensive Exam – Marketing Section	BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Marketing section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=50, Mean=814, Traditional: 42810/606: Online: 38310/621	UAGC: N=50, Mean=814, Traditional: 42810/606: Online: 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 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.	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 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

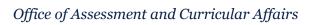




I effectively applied management and	assessment cycle
marketing concepts to diverse marketing	indicated that they
needs among domestic and multiple global	agreed or strongly
cultures.	agreed that they
	effectively applied
	management and
	marketing
	concepts to
	diverse marketing
	needs among
	domestic and
	multiple global
	cultures.

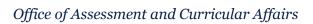


PLO 2 - Employ marke	PLO 2 - Employ market research, data analysis, and analytics techniques to make informed marketing decisions.						
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT 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=50, Mean=814, Traditional: 42810/606: Online: 38310/621	UAGC: N=50, Mean=814, Traditional: 42810/606: Online: 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

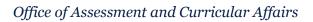




Direct Measure 4: BUS 410 Final Assignment	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	15	15	15 out of 15 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	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.	18	21	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	1. EXCEEDS THE ACCEPTABLE TARGET

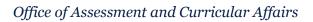


				marketing	
			• •	decisions.	
PLO 3 - Compare legal  MEASURE	, ethical, sustainable, and socially responsib  ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET
				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=50, Mean=810, Traditional: 330/658: Online: N/A	UAGC: N=50, Mean=810, Traditional: 330/658: 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.	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





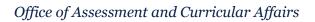
				PLO at the Reinforced level.	
Direct Measure 4: BUS 343 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	23	24	23 out of 24 (95.83%) of records evaluated indicated proficient or distinguished performance 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:  • 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



PLO 4 - Utilize approp	riate marketing communications and digital	practices to meet	organizational a	marketing principles. nd 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=50, Mean=810, Traditional: 330/658: Online: N/A	UAGC: N=50, Mean=810, Traditional: 330/658: 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	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

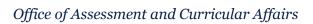




be:		program during	
I effectively utilized	appropriate marketing	the 2020-21	
communications and o	digital practices to meet	assessment cycle	
organizational and co	nsumer needs.	indicated that they	
		agreed or strongly	
		agreed that they	
		effectively utilized	
		appropriate	
		marketing	
		communications	
		and digital	
		practices to meet	
		organizational and	
		consumer needs.	

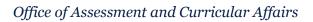


PLO 5 – Create a Stra	tegic Marketing Plan for a Dynamic Business	Environment			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  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=50, Mean=814, Traditional: 42810/606: Online: 38310/621	UAGC: N=50, Mean=814, Traditional: 42810/606: Online: 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





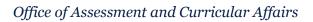
Indirect Measure 1: End of Program Survey PLO5	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively created a strategic marketing plan for a dynamic business environment.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

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.

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 are Mastered is accurate.	eas where scaffolding of stude	ent 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	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.				
ОИТСОМЕ	MEASURE KEY/RESPONSIBLE 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.				