

BACHELOR OF ARTS IN eMARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS

2021-2022 ACADEMIC YEAR

2021 – 2022 CURRICULUM MAP

	PLO 1 Evaluate marketing situations and make informed marketing decisions.	PLO 2 Examine the significance of global markets and the universal marketing processes to develop global marketing plans applying alternative media approaches.	PLO 3 Apply computer applications used by the emarketing profession in an e-business solution.	PLO 4 Assess the business as an integrated system including the relations among the functional business areas, and the application long-range planning, implementation and business control systems.
<i>MGT 330: Management for Organizations</i>	I	I		I
<i>CGD 218 Visual Literacy in Business</i>	I			
<i>BUS 311: Business Law</i>	I			I
<i>ECO 204: Principles of Microeconomics</i>	I	I		I
<i>ACC 205: Principles of Accounting</i>				I
<i>BUS 308 Statistics for Managers</i>	I			I
<i>BUS 330 Principles of Marketing</i>	R	I	R	I
<i>BUS 317 Introduction to Advertising</i>	R	R	R	R
<i>BUS 336 Marketing Strategy</i>	R	R	R	R
<i>BUS 350 Consumer Behavior</i>	R	R	R	R
<i>BUS 339 Marketing Research</i>	R	R	R	R
<i>BUS 343 International Marketing</i>	R	I	R	R

BUS 352 e-Business	R	R	R	R
BUS 455 Internet & Social Media Marketing	R	R	R	R
BUS 497 e-Marketing Capstone	M	M	M	M

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

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Evaluate marketing situations and 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: BUS 336 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	28	33	28 out of 33 (80.00%) 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: BUS 497: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 2: BUS 497: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 2 - Examine the significance of global markets and the universal marketing processes to develop global marketing plans applying alternative media approaches.					
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: CGD 218 Final Paper	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	9	9	9 out of 9 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Introduced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 497: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 2: BUS 497: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 3 - Apply computer applications used by the emarketing profession in an e-business solution.					
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: BUS 352 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	56	63	56 out of 63 (88.89%) 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: BUS 497: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 2: BUS 497: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 4 - Assess the business as an integrated system including the relations among the functional business areas, and the application long-range planning, implementation and business control systems.					
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: BUS 497 Final Paper	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	30	42	30 out of 42 (71.43%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	2. MEETS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 497: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: BUS 497: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either “Agree” or “Strongly Agree.”	1	1	1 out of 1 (100.00%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS				
Overall, it is recommended that the Program Lead for the Bachelor of Arts in eMarketing review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2022-2023 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.				
ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO1-4	Continue to monitor student learning outcomes data.	eMarketing Program Lead, key faculty	In progress	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.			