

## BACHELOR OF ARTS IN MARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS 2023-2024 ACADEMIC YEAR

2023 – 2024 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	ı		
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: Digital Marketing Essentials		M		M	
BUS 495: Marketing Capstone Course	М	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



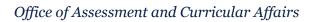


Direct Measure 1: CPC Comprehensive Exam – Marketing Section	BA Marketing students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Marketing section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=82 Mean=786 Traditional: N=44820 Mean=639 Online: N=44640 Mean=660	UAGC: N=82 Mean=786 Traditional: N=44820 Mean=639 Online: N=44640 Mean=660	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.	82	82	82 out of 82 (100.00%) BA Marketing students from July 1, 2023, to June 30, 2024, 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.	536	575	536 out of 575 (93.22%) 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.	490	555	490 out of 555 (88.29%) 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

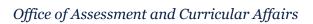




Indirect Measure 1: End of Program Survey PLO1	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures.	76	82	92.68% of BA Marketing students upon completion of the program during the 2023-24 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
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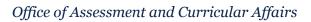


PLO 2 - Employ marke	t research, data analysis, and analytics tech	niques to make in	formed marketir	ng decisions.	
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE 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=82 Mean=786 Traditional: N=44820 Mean=639 Online: N=44640 Mean=660	UAGC: N=82 Mean=786 Traditional: N=44820 Mean=639 Online: N=44640 Mean=660	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.	82	82	82 out of 82 (100.00%) BA Marketing students from July 1, 2023, to June 30, 2024, 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.	586	631	586 out of 631 (92.87%) 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.	289	300	289 out of 300 (96.33%) 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.	74	82	90.24% of BA Marketing students upon completion of the program during the 2023-24 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



DIO 2 Compare logal	, ethical, sustainable, and socially responsib	lo marketing prin	ciplos	marketing decisions.	
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	WAGC: N=82 Mean=810 Traditional: N=300 Mean=685	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) Traditional Campus Aggregate Pools related to the Advanced Marketing II section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=82 Mean=810 Traditional: N=300 Mean=685	UAGC: N=82 Mean=810 Traditional: N=300 Mean=685	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.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	82	82	82 out of 82 (100.00%) BA Marketing students from July 1, 2023, to June 30, 2024, 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.	643	776	643 out of 776 (82.86%) 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 343 Final Project	70% of BA Marketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	536	576	536 out of 576 (93.22%) of records evaluated indicated	1. EXCEEDS THE ACCEPTABLE TARGET





				proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	
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.	75	82	91.46% of BA Marketing students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively compared legal, ethical, sustainable, and socially responsible marketing principles.	1. EXCEEDS THE ACCEPTABLE TARGET

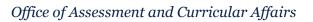


MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER	TOTAL	ASSESSMENT	1. EXCEEDS THE ACCEPTABLE
WEASONE	ACCLITABLE TANGET	OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	NUMBER OF STUDENT RECORDS OBSERVED	RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1:	BA Marketing students, on average, must	UAGC: N=82	<b>UAGC:</b> N=82	On average BA	2. MEETS THE
CPC Comprehensive Exam – Advanced	score at or above the average in the	Mean=810  Traditional:	Mean=810  Traditional:	Marketing students scored	ACCEPTABLE TARGET
Marketing II Section	Peregrine Academic Services (PAS) Traditional Campus Aggregate Pools related to the	N=300	N=300	above the average	IARGEI
ivial ketilig ii Section	Advanced Marketing II section of the CPC	Mean=685	Mean=685	of the Traditional	
	comprehensive exam when compared to	Wicum-005	Wiedii-003	Aggregate Pool on	
	other competitive programs.			the Advanced	
				Marketing II	
				section of the	
				Common	
				Professional	
				Component	
		l		comprehensive	1





Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	82	82	82 out of 82 (100.00%) BA Marketing students from July 1, 2023, to June 30, 2024, 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.	1055	1125	1055 out of 1125 (93.78%) 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

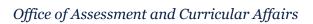




Indirect Measure 1: End of Program Survey PLO4	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively utilized appropriate marketing communications and digital practices to meet organizational and consumer needs.	76	82	92.68% of BA Marketing students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively utilized appropriate marketing communications and digital practices to meet	1. EXCEEDS THE ACCEPTABLE TARGET
				organizational and consumer needs.	

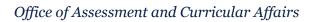


PLO 5 – Create a Stra	tegic Marketing Plan for a Dynamic Business	Environment			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  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=82 Mean=786 Traditional: N=44820 Mean=639 Online: N=44640 Mean=660	UAGC: N=82 Mean=786 Traditional: N=44820 Mean=639 Online: N=44640 Mean=660	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.	82	82	82 out of 82 (100.00%) BA Marketing students from July 1, 2023, to June 30, 2024, 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.	490	555	490 out of 555 (88.29%) 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.	75	82	91.46% of BA  Marketing students upon completion of the program during the 2023-24 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 2023-24 academic year, program leads, and faculty will monitor the 2023-24 data in conjunction with the 2024-25 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	In Progress	2024/2025 assessment cycle		
Action Details	Analyze the curriculum map, indicating areas where scaffolding of student learning, for example, Introduced, Reinforced and Mastered is accurate.					
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION		
PLO 1, 3	Direct Measure: BUS343 Final Assignment	Program Lead, Core Faculty, Associate Faculty, Assessment	In Progress	2024/2025 assessment cycle		
Action Details	BUS343 International Marketing is current being achieved.	ly being revised, monitor data	a post revision to ensure s	tudent learning outcomes are still		





OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLO 4	Direct Measure: BUS351 Final Assignment	Program Lead, Core Faculty, Associate Faculty, Assessment	In Progress	2024/2025 assessment cycle	
Action Details	BUS351 Integrated Marketing Communications has recently been revised, monitor data post revision to ensure student learning outcomes are still being achieved.				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLO 2	Direct Measure: BUS410 Final Assignment	Program Lead, Core Faculty, Associate Faculty, Assessment	In Progress	2024/2025 assessment cycle	
Action Details	BUS410 Digital Marketing Essentials will be revised in January 2025, monitor data post revision to ensure student learning outcomes are still being achieved.				