

## BACHELOR OF ARTS IN MARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS

### 2023-2024 ACADEMIC YEAR

#### 2023 – 2024 CURRICULUM MAP

|  | <b>PLO 1</b><br>Apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures. | <b>PLO 2</b><br>Employ market research, data analysis, and analytics techniques to make informed marketing decisions. | <b>PLO 3</b><br>Compare legal, ethical, sustainable, and socially responsible marketing principles. | <b>PLO 4</b><br>Utilize appropriate marketing communications and digital practices to meet organizational and consumer needs. | <b>PLO 5</b><br>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: Digital Marketing Essentials</i>        |   | M |   | M |   |
| <i>BUS 495: Marketing Capstone Course</i>           | M | R | 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<br>OF STUDENT<br>RECORDS<br>MEETING<br>ACCEPTABLE<br>TARGET | TOTAL<br>NUMBER OF<br>STUDENT<br>RECORDS<br>OBSERVED | ASSESSMENT<br>RESULTS:<br><br>PERCENTAGE OF<br>STUDENT<br>RECORDS<br>MEETING<br>ACCEPTABLE<br>TARGET | ASSESSMENT<br>RESULTS:<br><br>1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET<br><br>2. MEETS THE<br>ACCEPTABLE<br>TARGET<br><br>3. DOES NOT MEET<br>THE ACCEPTABLE<br>TARGET<br><br>4. INSUFFICIENT<br>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. | <b>UAGC:</b> N=82<br>Mean=786<br><b>Traditional:</b><br>N=44820<br>Mean=639<br><b>Online:</b><br>N=44640<br>Mean=660 | <b>UAGC:</b> N=82<br>Mean=786<br><b>Traditional:</b><br>N=44820<br>Mean=639<br><b>Online:</b><br>N=44640<br>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. | <b>2. MEETS THE ACCEPTABLE TARGET</b>   |
| 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.   | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

|  |   |     |     |  |   |
|--|---|-----|-----|--|---|
| Direct Measure 3:<br>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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Direct Measure 4:<br>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.   | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

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| Indirect Measure 1:<br>End of Program Survey<br>PLO1 | <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"> <li>• I effectively applied management and marketing concepts to diverse marketing needs among domestic and multiple global cultures.</li> </ul> | 76 | 82 | <p>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.</p> | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
|--|--|----|----|---|---|

| 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:<br><br>PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET   | ASSESSMENT RESULTS:<br><br>1. EXCEEDS THE ACCEPTABLE TARGET<br><br>2. MEETS THE ACCEPTABLE TARGET<br><br>3. DOES NOT MEET THE ACCEPTABLE TARGET<br><br>4. INSUFFICIENT DATA |
| Direct Measure 1:<br>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. | <b>UAGC:</b> N=82<br>Mean=786<br><b>Traditional:</b><br>N=44820<br>Mean=639<br><b>Online:</b><br>N=44640<br>Mean=660 | <b>UAGC:</b> N=82<br>Mean=786<br><b>Traditional:</b><br>N=44820<br>Mean=639<br><b>Online:</b><br>N=44640<br>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 | <b>2. MEETS THE ACCEPTABLE TARGET</b>   |

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|---|---|-----|-----|--|---|
|   |   |     |     | Aggregate Pool on the Marketing section of the Common Professional Component comprehensive exam.   |   |
| Direct Measure 2:<br>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.  | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Direct Measure 3:<br>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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |



|  |   |     |     |  |   |
|--|---|-----|-----|--|---|
| Direct Measure 4:<br>BUS 410 Final<br>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.   | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Indirect Measure 1:<br>End of Program Survey<br>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:<br><ul style="list-style-type: none"> <li>• I effectively employed market research, data analysis and analytics techniques to make informed marketing decisions.</li> </ul> | 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 | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

|  |   |  |  |  |  |
|--|---|--|--|--|--|
|  |   |  |  | marketing decisions.   |  |
| <b>PLO 3 - Compare legal, ethical, sustainable, and socially responsible marketing principles.</b> |   |  |  |  |  |
| <b>MEASURE</b>   | <b>ACCEPTABLE TARGET</b>  | <b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>   | <b>UAGC: N=82<br/>Mean=810<br/>Traditional: N=300<br/>Mean=685</b> | <b>ASSESSMENT RESULTS:<br/><br/>PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>  | <b>ASSESSMENT RESULTS:<br/><br/>1. EXCEEDS THE ACCEPTABLE TARGET<br/><br/>2. MEETS THE ACCEPTABLE TARGET<br/><br/>3. DOES NOT MEET THE ACCEPTABLE TARGET<br/><br/>4. INSUFFICIENT DATA</b> |
| 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. | <b>UAGC: N=82<br/>Mean=810<br/>Traditional: N=300<br/>Mean=685</b> | <b>UAGC: N=82<br/>Mean=810<br/>Traditional: N=300<br/>Mean=685</b> | On average BA Marketing students scored above the average of the Traditional Aggregate Pool on the Advanced Marketing II section of the Common | <b>2. MEETS THE ACCEPTABLE TARGET</b>  |

|   |   |     |     |  |   |
|---|---|-----|-----|--|---|
|   |   |     |     | Professional Component comprehensive exam.   |   |
| Direct Measure 2:<br>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.  | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Direct Measure 3:<br>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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Direct Measure 4:<br>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   | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

|  |   |    |    |   |   |
|--|---|----|----|---|---|
|  |   |    |    | proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.   |   |
| Indirect Measure 1:<br>End of Program Survey<br>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:<br><ul style="list-style-type: none"><li>• I effectively compared legal, ethical, sustainable, and socially responsible marketing principles.</li></ul> | 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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

| 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:<br><br>PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET  | 1. EXCEEDS THE ACCEPTABLE TARGET<br><br>2. MEETS THE ACCEPTABLE TARGET<br><br>3. DOES NOT MEET THE ACCEPTABLE TARGET<br><br>4. INSUFFICIENT DATA |
| Direct Measure 1:<br>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. | <b>UAGC:</b> N=82<br>Mean=810<br><br><b>Traditional:</b><br>N=300<br>Mean=685 | <b>UAGC:</b> N=82<br>Mean=810<br><br><b>Traditional:</b><br>N=300<br>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 Professional Component comprehensive exam. | <b>2. MEETS THE ACCEPTABLE TARGET</b>  |

|  |   |      |      |  |   |
|--|---|------|------|--|---|
| Direct Measure 2:<br>CPC Comprehensive<br>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.  | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Direct Measure 3:<br>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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

|  |   |    |    |   |   |
|--|---|----|----|---|---|
| Indirect Measure 1:<br>End of Program Survey<br>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:<br><ul style="list-style-type: none"> <li>• I effectively utilized appropriate marketing communications and digital practices to meet organizational and consumer needs.</li> </ul> | 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 organizational and consumer needs. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
|--|---|----|----|---|---|

| 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:<br><br>PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET   | ASSESSMENT RESULTS:<br><br>1. EXCEEDS THE ACCEPTABLE TARGET<br><br>2. MEETS THE ACCEPTABLE TARGET<br><br>3. DOES NOT MEET THE ACCEPTABLE TARGET<br><br>4. INSUFFICIENT DATA |
| Direct Measure 1:<br>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. | <b>UAGC:</b> N=82<br>Mean=786<br><b>Traditional:</b><br>N=44820<br>Mean=639<br><b>Online:</b><br>N=44640<br>Mean=660 | <b>UAGC:</b> N=82<br>Mean=786<br><b>Traditional:</b><br>N=44820<br>Mean=639<br><b>Online:</b><br>N=44640<br>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 | <b>2. MEETS THE ACCEPTABLE TARGET</b>   |



|   |   |     |     |  |   |
|---|---|-----|-----|--|---|
|   |   |     |     | section of the Common Professional Component comprehensive exam.   |   |
| Direct Measure 2:<br>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.  | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
| Direct Measure 4:<br>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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |

|  |   |    |    |   |   |
|--|---|----|----|---|---|
| Indirect Measure 1:<br>End of Program Survey<br>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:<br><ul style="list-style-type: none"><li>• I effectively created a strategic marketing plan for a dynamic business environment.</li></ul> | 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. | <b>1. EXCEEDS THE ACCEPTABLE TARGET</b> |
|--|---|----|----|---|---|

### 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:<br>BUS343 Final Assignment  | Program Lead, Core Faculty, Associate Faculty, Assessment | In Progress | 2024/2025 assessment cycle     |
| Action Details | BUS343 International Marketing is currently being 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 4          | Direct Measure:<br>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:<br>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.  |   |             |                                |