

2017-18 Assessment Cycle

## Assessment Findings

### Finding per Measure

#### Marketing Program (AAS) Outcome Set

Outcome

##### **Outcome : 1. Recognize the primary theories within the principle functional areas of business.(IL)**

Recognize the primary theories within the principle functional areas of business including: Accounting, Economics, Law, Management, and Marketing.

▼ **Measure:** End of Program Exam  
*Program level ; Direct - Exam*

Details/Description:	The students will take their End of Program Exam in MKTG 3153 Web Design & Marketing.
Acceptable Target:	50% of students will correctly answer 70% or more of the multiple choice questions.
Ideal Target:	70% of students will correctly answer 70% or more of the multiple choice questions.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	MKTG 3153 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[AAS Marketing End of Program Exam \(Adobe Acrobat Document\)](#)

Findings for End of Program Exam

Summary of Findings: 0% of students achieved the target of 70% correct.

Results : Acceptable Target Achievement: Not Met;  
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

[Marketing End of Program Exam Results \(Adobe Acrobat Document\)](#)

**These Findings are associated with the following Actions:**

End of Program Exam  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

Details/Description: All students will take the AAS in Marketing Exit Survey administered through Blackboard.

Acceptable Target: 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Ideal Target: 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Implementation Plan (timeline): The AAS in Marketing Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.

Key/Responsible  
Personnel:

Jeff Lokey  
Danielle Green  
Mark Bloxsom  
AAS in Marketing Curriculum Coordinator

Supporting Attachments:

 AAS Marketing Exit Survey (Adobe Acrobat Document)

#### Findings for Exit Survey

Summary of Findings: 75% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Exceeded;  
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

 Marketing Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated  
with the following Actions:**

PSLO 1 - Indirect  
Measure  
(Continuous Improvement  
Action; 2017-18  
Assessment Cycle)

**Outcome : 2. Demonstrate professional business communication.(WO)**

▼ **Measure:** Business Communication Project  
*Program level ; Direct - Student Artifact*

Details/Description:	Students will research a business topic and write a formal report. This topic must be approved by the instructor. A Powerpoint presentation will be created from this report and presented to the class.
Acceptable Target:	50% of students will achieve a rating of "Meets" or above on the AAS in Marketing Rubric.
Ideal Target:	70% of students will achieve a rating of "Meets" or above on the AAS in Marketing Rubric.
Implementation Plan (timeline):	The Business Communication Project will be implemented in BUAD 2033 Business Communications in the 2017-2018 academic year and administered every year.
Key/Responsible Personnel:	BUAD 2033 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[AAS Marketing Communication Project \(Adobe Acrobat Document\)](#)

Findings for Business Communication Project

Summary of Findings:	67% of students either met or exceeded the standard on the business communication project.
Results :	Acceptable Target Achievement: Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

[Marketing, AAS Business Communications Evidence Documents \(Adobe Acrobat Document\)](#)

[Marketing, AAS Business Communications Rubrics \(Adobe Acrobat Document\)](#)

Document)


**These Findings are associated with the following Actions:**

Communication Project  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

Details/Description:	All students will take the AAS in Marketing Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The AAS in Marketing Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxson AAS in Marketing Curriculum Coordinator

Supporting Attachments:

 AAS Marketing Exit Survey (Adobe Acrobat Document)

## Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Exceeded;  
Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Marketing Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

PSLO 2 - Indirect Measure  
(Continuous Improvement Action; 2017-18 Assessment Cycle)

**Outcome : 3. Illustrate critical thinking and effective decision-making within the principle functional areas of marketing.(CT)**

▼ **Measure:** End of Program Exam (Essay)  
*Program level ; Direct - Exam*

Details/Description: The students will take their End of Program Exam in

MKTG 3153 Web Design & Marketing.

Acceptable Target:	50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Marketing Rubric.
Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Marketing Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	MKTG 3153 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[AAS Marketing Essay Questions \(Adobe Acrobat Document\)](#)

Findings for End of Program Exam (Essay)

Summary of Findings:	100% of students either met or exceeded the standard on the related essay questions.
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

[Marketing, AAS End of Program Essay Results \(Adobe Acrobat Document\)](#)


**These Findings are associated with the following Actions:**

End of Program Exam  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

Details/Description:	All students will take the AAS in Marketing Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The AAS in Marketing Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxson AAS in Marketing Curriculum Coordinator

Supporting Attachments:

 AAS Marketing Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:	75% of students indicated "agree" or higher in achieving each of the program student learning outcomes
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	



 Marketing Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated  
with the following Actions:**


PSLO 3 - Indirect  
Measure  
(Continuous Improvement  
Action; 2017-18  
Assessment Cycle)

#### **Outcome : 4. Identify ethical issues within marketing.**

- ▼ **Measure:** End of Program Exam (Essay)  
*Program level ; Direct - Exam*

Details/Description:	The students will take their End of Program Exam in MKTG 3153 Web Design & Marketing.
Acceptable Target:	50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Marketing Rubric.
Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Marketing Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	MKTG 3153 Instructor Danielle Green Mark Bloxsom

## Supporting Attachments:

 AAS Marketing Essay Questions (Adobe Acrobat Document)


### Findings for End of Program Exam (Essay)

Summary of Findings: 100% of students either met or exceeded the standard on the related essay questions.

Results : Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Marketing, AAS End of Program Essay Results (Adobe Acrobat Document)

#### These Findings are associated with the following Actions:

End of Program Exam  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

#### ▼ **Measure:** Exit Survey *Program level ; Indirect - Survey*

Details/Description: All students will take the AAS in Marketing Exit Survey administered through Blackboard.

Acceptable Target: 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

**Ideal Target:** 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

**Implementation Plan (timeline):** The AAS in Marketing Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.

**Key/Responsible Personnel:** Jeff Lokey  
Danielle Green  
Mark Bloxsom  
AAS in Marketing Curriculum Coordinator

**Supporting Attachments:**

 [AAS Marketing Exit Survey \(Adobe Acrobat Document\)](#)

**Findings for Exit Survey**

**Summary of Findings:** 75% of students indicated "agree" or higher in achieving each of the program student learning outcomes

**Results :** Acceptable Target Achievement: Exceeded;  
Ideal Target Achievement: Approaching

**Reflections/Notes:**

**Substantiating Evidence:**

 [Marketing Student Exit Surveys \(Adobe Acrobat Document\)](#)

**These Findings are associated with the following Actions:**

PSLO 4 - Indirect Measure  
(Continuous Improvement Action; 2017-18 Assessment Cycle)

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