

Degree: BBA in Marketing
2023-2024 Assessment Plan

	Student Learning Outcome #1	Students will demonstrate knowledge of the fundamental principles of marketing.
PLAN	Assessment Method(s)	<p>Direct: Marketing section of the Business Assessment Test (BAT).</p> <p>Indirect: Responses to following questions in the Exit Survey:</p> <ol style="list-style-type: none"> 1. Adequacy of preparation for Marketing major classes provided by College of Business core classes. 2. Quality of College of Business Marketing courses in preparing you for employment.
	Proficiency	<p>Direct: Students will score 70% or more on the marketing section of the BAT.</p> <p>Indirect: Students will choose “satisfied” to both questions.</p>
DO	Benchmark	<p>Direct: At least 80% of the students in the class will score at 70% or more on the marketing section of the BAT.</p> <p>Indirect: At least 80% of the students in the class will choose satisfied to both questions.</p>
	Results of Assessment	<p>BAT: 88%</p> <p>Question 1 Exit Survey: 64%</p> <p>Question 2 Exit Survey: 82%</p>
S T U D	Analysis of Results	Indirect measure 1 (question 1 Exit Survey) is below 80%.

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ACT	Improvement Plan for 2024-2025	We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.

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	Student Learning Outcome #2	Students graduating with a bachelor's degree in marketing should utilize critical thinking in decision-making.
PLAN	Assessment Method(s)	Direct: "Analytical Skills" section of the Business Strategy Game (BSG). Indirect: Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with capacity to analyze and think critically about complex situations?
	Proficiency	Direct: Students will score at or above the 50th percentile worldwide. Indirect: Students will choose "satisfied" to the question.
DO	Benchmark	Direct: At least 50% of the students in the class will score at or above the 50 th percentile. Indirect: At least 80% of the students in the class will choose satisfied to the question.
	Results of Assessment	BSG: 17% scored at or above 50 th percentile. Question Exit Survey: 82%
S T U D Y	Analysis of Results	Direct measure (BSG) is below 50%.

ACT	Improvement Plan for 2024-2025	<p>We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.</p>
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	Student Learning Outcome #3	Students graduating with a bachelor's degree in marketing should incorporate ethical considerations in decision-making.
PLAN	Assessment Method(s)	Direct: Ethics section of the Business Assessment Test (BAT). Indirect: Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with ethical sensitivity?
	Proficiency	Direct: Students will score 70% or more. Indirect: Students will list "satisfied" to the question.
DO	Benchmark	Direct: At least 80% of the students in the class. Indirect: At least 80% of the students in the class.
	Results of Assessment	BAT Ethics section: 94%. Question Exit Survey: 64%
S T U D Y	Analysis of Results	Indirect measure (question Exit Survey) is below 80%.

ACT	Improvement Plan for 2024-2025	<p>We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.</p>
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	Student Learning Outcome #4	Students graduating with a bachelor's degree in marketing should understand global perspectives in business.
PLAN	Assessment Method(s)	Direct: International section of the Business Assessment Test (BAT). Indirect: Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with an understanding of global dimensions of business?
	Proficiency	Direct: Students will score 70% or more. Indirect: Students will list "satisfied" to the question.
DO	Benchmark	Direct: At least 80% of the students in the class. Indirect: At least 80% of the students in the class.
	Results of Assessment	BAT International section: 81%. Question Exit Survey: 73%
S T U D Y	Analysis of Results	Indirect measure (question Exit Survey) is below 80%.

ACT	Improvement Plan for 2024-2025	<p>We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.</p>
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