

BBA in Marketing - BBA-MKTG

Academic year 2024-2025

BBA in Marketing - BBA-MKTG Learning OutcomesFundamental principles of marketing. **MET**

Students will demonstrate knowledge of the fundamental principles of marketing.

MEASURES	RESULTS	ACTIONS
<p>Marketing section of the Business Assessment Test (BAT).</p> <p>Marketing section of the Business Assessment Test (BAT). Students will score 70% or more on the marketing section of the BAT.</p> <p>Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class will score at 70% or more on the marketing section of the BAT.</p>	<p>MET</p> <p>Marketing section of the Business Assessment Test (BAT).</p> <p>■ Met ■ Not Met</p> <p>0% 100%</p> <p>Met: 87% Not Met: 13%</p> <p>Met Total: 87% Not Met Total: 13%</p> <p>Analysis</p> <p>The percentage of students meeting the benchmark on the direct measure was 87% this year (27 out of 31), a slight decrease from 88% last year, but still well above the 80% threshold, indicating consistent and strong student performance.</p>	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
<p>Exit survey</p> <p>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. <p>Students will score 70% or more on the marketing section of the BAT.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class will score at 70% or more on the marketing section of the BAT.</p>	<p>MET</p> <p>Exit survey</p> <p>■ Met ■ Not Met</p> <p>0% 100%</p> <p>Met: 96% Not Met: 4%</p> <p>Met Total: 96% Not Met Total: 4%</p> <p>Analysis</p> <p>The percentage of students rating the survey question as satisfactory increased from 82% last year to 96% this year (26 out of 27), well above the 80% benchmark and indicating a significant improvement in student perception.</p>	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>

General Outcome Actions

ACTIONS
Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

Conclusion

The percentage of students meeting the benchmark on the direct measure was 87% this year (27 out of 31), a slight decrease from 88% last year, but still well above the 80% threshold, reflecting consistent and strong student performance. The indirect measure showed mixed results. For the first survey question, student satisfaction increased significantly from 64% last year to 96% this year (26 out of 27), well above the 80% benchmark. However, for the second question, satisfaction declined from 82% last year to 74% this year (20 out of 27), falling slightly below the benchmark. Together, these results indicate sustained academic achievement and improved perception in some areas, with room for targeted enhancement in others.

Critical thinking in decision-making. MET

Students graduating with a bachelor’s degree in marketing should utilize critical thinking in decision-making.

MEASURES	RESULTS	ACTIONS
“Analytical Skills” section of the Business Strategy Game (BSG). “Analytical Skills” section of the Business Strategy Game (BSG). Students will score at or above the 50th percentile worldwide. Direct - Other <i>Strategic Analysis: MGMT 4370</i> Target At least 50% of the students in the class will score at or above the 50th percentile.	MET “Analytical Skills” section of the Business Strategy Game (BSG). ■ Met ■ Not Met 0% 100% Met: 79% Not Met: 21% Met Total: 79% Not Met Total: 21% Analysis The percentage of students meeting the benchmark on the direct measure increased significantly from 17% last year to 79% this year (19 out of 24), well above the 50% threshold. This sharp improvement suggests substantial gains in student performance and possible effectiveness of recent instructional or assessment changes.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.
Exit survey 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? Students will score at or above the 50th percentile worldwide.	MET Exit survey ■ Met ■ Not Met 0% 100% Met: 85%	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

Indirect - Survey	Not Met: 15%	
Strategic Analysis: MGMT 4370	Met Total: 85%	
Target	Not Met Total: 15%	
At least 50% of the students in the class will score at or above the 50th percentile.	Analysis The percentage of students rating the survey question as satisfactory increased from 82% last year to 85% this year (23 out of 27), remaining above the 80% benchmark and indicating continued positive student perception.	

General Outcome Actions


ACTIONS
Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.


Conclusion

The percentage of students meeting the benchmark on the direct measure increased significantly from 17% last year to 79% this year (19 out of 24), well above the 50% threshold, indicating substantial improvement in student performance. The indirect measure also showed positive results, with student satisfaction rising from 82% to 85% this year (23 out of 27), remaining above the 80% benchmark. Together, these outcomes reflect marked gains in both performance and student perception.

Ethical considerations in decision-making. **NOT MET**

Students graduating with a bachelor’s degree in marketing should incorporate ethical considerations in decision-making.

MEASURES	RESULTS	ACTIONS
Ethics section of the Business Assessment Test (BAT). Ethics section of the Business Assessment Test (BAT). Students will score 70% or more. Direct - Exam (Course) Strategic Analysis: MGMT 4370 Target At least 80% of the students in the class.	NOT MET Ethics section of the Business Assessment Test (BAT). ■ Met ■ Not Met  0% 100% Met: 77% Not Met: 23% Met Total: 77% Not Met Total: 23% Analysis The percentage of students meeting the benchmark on the direct measure was 77% this year (24 out of 31), a decrease from 94% last year and now falling below the 80% threshold. This decline indicates a need to review instructional strategies	Other - [Review ethics instruction and alignment with assessed content.] Not Started With only two years of data, the drop from 88% to 74%—below the 80% threshold—warrants monitoring. Review ethics instruction and alignment with assessed content. Reassess next cycle to determine if this is a trend. Recommended Due Date: 05/31/2026

	or assessment alignment to address the drop in performance.									
<p>Exit survey</p> <p>Responses to following question in the Exit Survey:</p> <p>1. How well has your experience in the College of Business provided you with ethical sensitivity?</p> <p>Students will list “satisfied” to the question.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class.</p>	<p>MET</p> <p>Exit survey</p> <p>■ Met ■ Not Met</p>  <table><tr><td>Met:</td><td>85%</td></tr><tr><td>Not Met:</td><td>15%</td></tr><tr><td>Met Total:</td><td>85%</td></tr><tr><td>Not Met Total:</td><td>15%</td></tr></table> <p>Analysis</p> <p>The percentage of students rating the survey question as satisfactory increased significantly from 64% last year to 85% this year (23 out of 27), exceeding the 80% benchmark and indicating a strong improvement in student perception.</p>	Met:	85%	Not Met:	15%	Met Total:	85%	Not Met Total:	15%	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
Met:	85%									
Not Met:	15%									
Met Total:	85%									
Not Met Total:	15%									

General Outcome Actions

ACTIONS
<p>Other - [Review instruction and alignment]</p> <p>Not Started</p> <p>Review and strengthen instructional strategies and assessment alignment to address the decline in direct performance, while maintaining the positive momentum reflected in student perception. Continue monitoring both measures to ensure improvements are reflected in future outcomes.</p> <p>Recommended Due Date: 05/31/2026</p>

Conclusion

The percentage of students meeting the benchmark on the direct measure was 77% this year (24 out of 31), a decline from 94% last year and now below the 80% threshold, indicating a need to review instructional strategies or assessment alignment. In contrast, the indirect measure showed strong improvement, with student satisfaction rising from 64% last year to 85% this year (23 out of 27), surpassing the benchmark. These results highlight a positive shift in student perception, despite a drop in measured performance, suggesting areas for targeted instructional improvement.

Global perspectives in business. **MET**

Students graduating with a bachelor's degree in marketing should understand global perspectives in business.

MEASURES	RESULTS	ACTIONS
<p>International section of the Business Assessment Test (BAT).</p>	<p>MET</p> <p>International section of the Business Assessment Test (BAT).</p> <p>■ Met ■ Not Met</p>	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>

<p>International section of the Business Assessment Test (BAT). Students will score 70% or more.</p> <p>Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class.</p>	<p>0% 100%</p> <p>Met: 81% Not Met: 19%</p> <p>Met Total: 81% Not Met Total: 19%</p> <p>Analysis</p> <p>The percentage of students meeting the benchmark on the direct measure was 81% this year (25 out of 31), consistent with last year's result of 81%, and just above the 80% threshold. This suggests stable student performance has been maintained.</p>	
<p>Exit survey</p> <p>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? Students will list "satisfied" to the question.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class.</p>	<p>MET</p> <p>Exit survey</p> <p>Met Not Met</p> <p>0% 100%</p> <p>Met: 81% Not Met: 19%</p> <p>Met Total: 81% Not Met Total: 19%</p> <p>Analysis</p> <p>The percentage of students rating the survey question as satisfactory increased from 73% last year to 81% this year (22 out of 27), surpassing the 80% benchmark and indicating an improvement in student perception.</p>	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>

General Outcome Actions

ACTIONS
<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>

Conclusion

The percentage of students meeting the benchmark on the direct measure was 81% this year (25 out of 31), consistent with last year's result and slightly above the 80% threshold, indicating stable student performance. The indirect measure showed improvement, with student satisfaction rising from 73% to 81% this year (22 out of 27), also surpassing the benchmark. Together, these results reflect steady academic achievement and growing positive student perception.