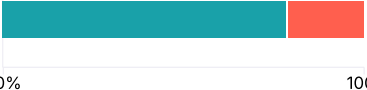


BBA in Marketing - BBA-MKTG

Academic Year 2025-2026

BBA in Marketing - BBA-MKTG Learning OutcomesFundamental principles of marketing. **NOT MET**

Students will demonstrate knowledge of the fundamental principles of marketing.

MEASURES	RESULTS	ACTIONS
Marketing section of the Business Assessment Test (BAT). Marketing section of the Business Assessment Test (BAT). Students will score 70% or more on the marketing section of the BAT. Direct - Exam (Course-based) <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class will score at 70% or more on the marketing section of the BAT.	NOT MET Marketing section of the Business Assessment Test (BAT). ■ 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 decreased from 87.0% in the previous assessment cycle to 79.2% this year, falling slightly below the established benchmark of 80.0%. These results will be reviewed to identify opportunities to improve student performance.	Additional Training Not Started Faculty will review BAT results by content area to identify topics where student performance was below expectations and discuss instructional strategies to reinforce those areas. Student performance will be monitored during the next assessment cycle to evaluate the effectiveness of these efforts. Recommended Due Date: 05/31/2027

Exit survey Responses to following questions in the Exit Survey: 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. Students will score 70% or more on the marketing section of the BAT. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class will score at 70% or more on the marketing section of the BAT.	NOT MET Exit survey ■ Met ■ Not Met 0% 100% Met: 50% Not Met: 50% Met Total: 50% Not Met Total: 50% Analysis The percentage of students rating the first survey question as satisfactory decreased from 96% last year to 70% this year (7 out of 10), falling below the 80% benchmark. For the second question, 50% of students (5 out of 10) indicated satisfaction, also below the benchmark. Overall, the outcome was not met based on the indirect measures, with both questions falling below the established 80% target.	Modify Policies / Procedures Not Started Faculty will review the areas addressed by both survey questions, with particular attention to the second question, to identify factors contributing to lower student satisfaction and opportunities for improvement. Appropriate actions will be identified based on this review, and results will be reassessed in the next assessment cycle. Recommended Due Date: 05/31/2027
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General Outcome Actions

ACTIONS
Other - [Review Performance and Student Satisfaction] Not Started Faculty will review BAT results by content area and the areas addressed by the survey questions to identify factors contributing to lower student performance and satisfaction. Based on this review, appropriate instructional and program improvements will be identified and implemented. Results will be reassessed in the next assessment cycle to evaluate progress toward the established benchmarks. Recommended Due Date: 05/31/2027

Conclusion

The direct measure fell slightly below the established benchmark, with **79.2% of students meeting the target**, down from 87.0% in the previous assessment cycle. The indirect measures also declined, with **70% of students (7 out of 10)** reporting satisfaction on the first survey question and **50% (5 out of 10)** on the second, both below the established 80% benchmark. **Overall, the outcome was not met, as neither the direct nor indirect measures achieved their established targets. The results indicate a need to review both areas of lower BAT performance and factors contributing to declining student satisfaction, with particular attention to the area addressed by the second survey question.**

Critical thinking in decision-making. **NOT 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).	NOT MET "Analytical Skills" section of the Business Strategy Game (BSG).	Modify Policies / Procedures Not Started

"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 Not Met 0% 100% Met: 38% Not Met: 62% Met Total: 38% Not Met Total: 62% Analysis The percentage of students meeting the benchmark on the direct BSG Analytical Skills measure decreased substantially from 79% last year to 38% this year (8 out of 21), falling below the established 50% benchmark. This decline indicates that the outcome was not met and suggests a need to review student performance in analytical skills and identify potential areas for improvement.	Marketing faculty will review performance on the BSG Analytical Skills measure to identify areas contributing to the decline and determine appropriate strategies to strengthen students' analytical skills. Results will be reassessed in the next assessment cycle to evaluate improvement. Recommended Due Date: 05/31/2027
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. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 50% of the students in the class will score at or above the 50th percentile.	NOT MET Exit survey Met Not Met 0% 100% Met: 70% Not Met: 30% Met Total: 70% Not Met Total: 30% Analysis The percentage of students rating the survey question as satisfactory decreased from 85% last year to 70% this year (7 out of 10), falling below the established 80% benchmark. This decline indicates that the indirect measure was not met and suggests an opportunity to further examine student perceptions of their analytical skills.	Modify Policies / Procedures Not Started Marketing faculty will review the results from both the direct and indirect measures to identify factors contributing to the decline in analytical skills performance and student perceptions. Based on this review, faculty will identify opportunities to strengthen the development and application of analytical skills in the Marketing curriculum. Results will be reassessed in the next assessment cycle to evaluate improvement. Recommended Due Date: 05/31/2027

General Outcome Actions

ACTIONS
Modify Policies / Procedures Not Started Marketing faculty will review the direct and indirect assessment results to identify factors contributing to the decline in analytical skills performance and student perceptions. Faculty will identify and implement appropriate strategies to strengthen the development and application

of analytical skills within the Marketing curriculum. Results will be reassessed in the next assessment cycle to evaluate the effectiveness of these actions.

Recommended Due Date: 05/31/2027

Conclusion

The direct measure showed a substantial decline, with **38% of students (8 out of 21)** meeting the benchmark on the BSG Analytical Skills measure, down from 79% last year and below the 50% target. The indirect measure also declined, with **70% of students (7 out of 10)** reporting satisfaction, down from 85% last year and below the 80% benchmark. **Neither measure met its respective target, indicating a decline in both demonstrated analytical skills and student perceptions and warranting further review and improvement efforts.**

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-based) <i>Strategic Analysis: MGMT 4370</i> 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: 63% Not Met: 37% Met Total: 63% Not Met Total: 38% Analysis The percentage of students meeting the benchmark on the direct measure decreased from 87% last year to 63% this year (15 out of 24), falling below the established 80% threshold. This represents a substantial decline in student performance and indicates that the direct measure was not met, warranting further review to identify potential areas for improvement.	Modify Policies / Procedures Not Started Faculty will review the direct assessment results to identify areas contributing to the decline in student performance and determine appropriate strategies to strengthen performance in the areas assessed. Results will be reassessed in the next assessment cycle to evaluate progress toward the 80% benchmark. Recommended Due Date: 05/31/2027
Exit survey Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with ethical sensitivity? Students will list "satisfied" to the question. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target	NOT MET Exit survey ■ Met ■ Not Met 0% 100% Met: 70% Not Met: 30% Met Total: 70% Not Met Total: 30%	Modify Policies / Procedures Not Started Marketing faculty will review the direct and indirect assessment results to identify factors contributing to the decline in student performance and perceptions. Based on this review, faculty will identify and implement appropriate strategies for improvement. Results will be reassessed in the next assessment cycle to evaluate progress toward the established benchmarks. Recommended Due Date: 05/31/2027

At least 80% of the students in the class.	Analysis The percentage of students rating the survey question as satisfactory decreased from 96% last year to 70% this year (7 out of 10) , falling below the established 80% benchmark. This substantial decline indicates that the indirect measure was not met and suggests a need to examine factors contributing to lower student perceptions.	
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General Outcome Actions

ACTIONS
Modify Policies / Procedures Not Started Marketing faculty will review the direct and indirect assessment results to identify factors contributing to the decline in student performance and perceptions. Based on the findings, faculty will identify and implement appropriate strategies to improve student performance and satisfaction. Results will be reassessed in the next assessment cycle to evaluate progress toward the established benchmarks. Recommended Due Date: 05/31/2027

Conclusion

The direct measure showed a substantial decline, with **63% of students (15 out of 24)** meeting the benchmark, down from 87% last year and below the established 80% target. The indirect measure also declined, with **70% of students (7 out of 10)** reporting satisfaction, down from 96% last year and below the 80% benchmark. **Overall, the outcome was not met, as neither the direct nor indirect measure achieved the established target. The declines in both demonstrated performance and student perceptions warrant further review and improvement efforts.**

Global perspectives in business. **NOT MET**

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

MEASURES	RESULTS	ACTIONS
International section of the Business Assessment Test (BAT). International section of the Business Assessment Test (BAT). Students will score 70% or more. Direct - Exam (Course-based) <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class.	NOT MET International section of the Business Assessment Test (BAT). ■ Met ■ Not Met  0% 100% Met: 75% Not Met: 25% Met Total: 75% Not Met Total: 25% Analysis The percentage of students meeting the benchmark on the direct BAT measure decreased from 87% last year to 75%	Modify Policies / Procedures Not Started Marketing faculty will review the direct assessment results to identify areas where students may need additional reinforcement of global business concepts and determine appropriate instructional strategies. Results will be reassessed in the next assessment cycle to evaluate progress toward the 80% benchmark. Recommended Due Date: 05/31/2027

	this year (18 out of 24), falling below the established 80% benchmark. This decline indicates that the direct measure was not met and suggests a need to review student performance and identify opportunities to strengthen students' understanding of global perspectives in business.									
Exit survey 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. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class.	NOT MET Exit survey ■ Met ■ Not Met  <table><tr><td>Met:</td><td>60%</td></tr><tr><td>Not Met:</td><td>40%</td></tr><tr><td>Met Total:</td><td>60%</td></tr><tr><td>Not Met Total:</td><td>40%</td></tr></table> Analysis he percentage of students rating the survey question as satisfactory decreased substantially from 96% last year to 60% this year (6 out of 10), falling below the established 80% benchmark. This decline indicates that the indirect measure was not met and suggests a need to review factors contributing to lower student perceptions of their understanding of global perspectives in business.	Met:	60%	Not Met:	40%	Met Total:	60%	Not Met Total:	40%	Modify Policies / Procedures Not Started Marketing faculty will review the direct and indirect assessment results to identify factors contributing to lower performance and student perceptions regarding global perspectives in business. Based on this review, faculty will identify and implement appropriate strategies to strengthen students' understanding of global business concepts. Results will be reassessed in the next assessment cycle to evaluate progress toward the 80% benchmark. Recommended Due Date: 05/31/2027
Met:	60%									
Not Met:	40%									
Met Total:	60%									
Not Met Total:	40%									

General Outcome Actions

ACTIONS
Modify Policies / Procedures Not Started Marketing faculty will review the direct and indirect assessment results to identify factors contributing to the decline in students' understanding of global perspectives in business. Based on this review, faculty will identify and implement appropriate strategies to strengthen global business concepts within the curriculum. Results will be reassessed in the next assessment cycle to evaluate progress toward the 80% benchmark. Recommended Due Date: 05/31/2027

Conclusion

The direct measure showed a decline, with **75% of students (18 out of 24)** meeting the benchmark on the BAT, down from 87% last year and below the established 80% target. The indirect measure also declined substantially, with **60% of students (6 out of 10)** reporting satisfaction with their understanding of global perspectives in business, down from 96% last year and below the 80% benchmark. **Overall, the outcome was not met, as neither the direct nor indirect measure achieved the established target. The declines in both demonstrated performance and student perceptions warrant further review and improvement efforts.**