



Program Assessment Plan Matrix

Program Unit or Department: **Bachelor of Business Administration- Marketing Major**

Date Submitted: Revised April 2023

Student Learning Outcomes	Assessment Methodology	Target	Summary of Major Findings		Actions Taken to Improve Student Learning	Timeframe
SLO 1: Utilize management and leadership concepts in the process of decision making.	Method 1: Organizational Behavior: Week 5 Summary Quiz	90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020 2020-2021 2021-2022 Four Year Average:	95% 100% 96% 97% 97% 97%	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: Managing Human Resources: Week 5 Presentation	90% of the students will be deemed as outstanding or proficient per the standardized presentation rubric included in the course curriculum.	2017-2018 2018-2019 2019-2020 2020-2021 2021-2022 Four Year Average:	96% 91% 92% 95% 95% 93%		
	Method 3: Employment and Enrollment Survey	50% rate their skill level as high or very high	2016 Survey 2017 Survey 2018 Survey 2019 Survey	50% 53% 60% 64%		
SLO 2: Recommend solutions to organizational challenges based on ethics, relevant formal research and understanding of the environments in which organizations function.	Method 1: Management and Leadership Techniques: Week 5 Case Study Analysis	90% of the students will be deemed as outstanding or proficient per the standardized case rubric included in the course curriculum.	2017-2018 2018-2019 2019-2020 2020-2021 2021-2022 Four Year Average:	100% 95% 91% 88% 89% 91%	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: Ethics and Law: Government Regulation/Ethical Compliance Report	90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020 2020-2021 2021-2022 Four Year Average:	95% 96% 94% 100% 98% 97%		
SLO 3: Apply analytical tools and skills used in organizations	Method 1: Fundamentals of Accounting Final Exam	Report 90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020 2020-2021	83% 91% 91% 96%		

			2021-2022 96% Four Year Average: 93%	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: Spreadsheets for Leaders. Week 2 Hands-On Exam	90% of the students will achieve a score of 70% or better.	2017-2018 78% 2018-2019 93% 2019-2020 92% 2020-2021 100% 2021-2022 99% Four Year Average: 96%		
SLO 4: Apply the functional areas of business and demonstrate an understanding of their interrelationships with organizations	Method 1: Peregrine end of program test overall average score	Will exceed national averages	2017-2018 75% 2018-2019 75% 2019-2020 61% 2020-2021 66% 2021-2022 68% Four Year Average: ACBSP AVERAGE 57%	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: Strategic Planning. Strategic Audit	90% of the students will achieve a score of 70% or better.	2017-2018 95% 2018-2019 93% 2019-2020 92% 2020-2021 92% 2021-2022 92% Four Year Average: 93%		
SLO 5: Apply critical thinking skills	Method 1: Strategic Planning. Strategic Audit	90% of the students will achieve a score of 70% or better.	2017-2018 95% 2018-2019 93% 2019-2020 92% 2020-2021 92% 2021-2022 93% Four Year Average: 92%	Outcome has been met by one assessment method while the 2 nd method is close...will continue monitoring into the future.	
	Method 2: Business Finance. Final Project	90% of the students will achieve a score of 70% or better.	2017-2018 87% 2018-2019 77% 2019-2020 90% 2020-2021 94% 2021-2022 94% Four Year Average: 89%		
SLO 6: Interpret marketing research to position products and services and promote them successfully	Method 1: Peregrine Marketing Score	Will exceed national averages	2017-2018 71% 2018-2019 79% 2019-2020 63% 2020-2021 69% 2021-2022 75% Four Year Average: 72% ACBSP AVERAGE 61%	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: Marketing Research. Research Project	90% of the students will achieve a score of 70% or better.	2017-2018 83% 2018-2019 90% 2019-2020 100% 2020-2021 100%		

			2021-2022	100%	
			Four Year Average:	97%	