



Student Learning Assessment Report, Academic

Report Year

Program

Department Head

2022-2023

Marketing Communications & Digital Marketing Concentration

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Submitted By

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Previously Submitted Reports

2021-2022 Marketing Communications & Digital Marketing Concentration

Mission

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG1. Conduct marketing analyses

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Situation Analysis within the marketing plan assignment (MRKT435)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
 Meet: 70 - 89.99%
 Doesn't meet: 69.99% or less

What Criteria Used for Assessment?
 80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Students registered in MRKT435

Exceeded: n = 2 / 33%
Met: n = 3 / 50%
Didn't meet: n = 1 / 17%

83% [5] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes ▼

5. Use of Results (Discussing/ using results)

In Spring 2023, posted video lectures on Canvas for students to view outside of class time. Used class time for experiential activities and group meetings. It appears that a number of students did not watch the video lectures and thus did not do assignments well. Plan to address this issues in two ways: 1/have quizzes on the lectures; 2/summary key points of the lectures in class.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG2. Formulate marketing strategies

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Marketing strategy within the marketing plan assignment (MRKT435)

When does assessment occur?

Fall 2022 and Spring 2023 semesters

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
Meet: 70 - 89.99%
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Students registered in MRKT435

Exceeded: n = 2 / 33%
Met: n = 3 / 50%
Didn't meet: n = 1 / 17%

83% [5] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

In Spring 2023, posted video lectures on Canvas for students to view outside of class time. Used class time for experiential activities and group meetings. It appears that a number of students did not watch the video lectures and thus did not do assignments well. Plan to address this issues in two ways: 1/have quizzes on the lectures; 2/summary key points of the lectures in class.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG3. Implement marketing strategies

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Implementation within the marketing plan assignment (MRKT435)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
Meet: 70 - 89.99%
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Students registered in MRKT435

Exceeded: n = 2 / 33%
Met: n = 3 / 50%
Didn't meet: n = 1 / 17%

83% [5] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

In Spring 2023, posted video lectures on Canvas for students to view outside of class time. Used class time for experiential activities and group meetings. It appears that a number of students did not watch the video lectures and thus did not do assignments well. Plan to address this issues in two ways: 1/have quizzes on the lectures; 2/summary key points of the lectures in class.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG4. Evaluate and improve marketing strategies

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Performance review within the marketing plan assignment (MRKT435)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
Meet: 70 - 89.99%
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Students registered in MRKT435

Exceeded: n = 1 / 20%

Met: n = 4 / 80%

Didn't meet: n = 0 / 0%

100% [5] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Students seem to have grasped the topic well. A small percentage of failing students in a capstone course is natural. Continue as is.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG 5: Leadership skills relevant to the marketing profession: Think critically and creatively

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Group project, team class activities with presentations, Media Project; TED Talk (MRKT324)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%

Meet: 70 - 89.99%

Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Students registered in MRKT324

Exceeded: n = 4 / 31%
Met: n = 9 / 69%
Didn't meet: n = 0 / 0%

100% [13] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Forthcoming

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG6: Leadership skills relevant to the marketing profession: Write effectively (Marketing LG5-B1)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Final reflection report (MRKT482)

When does assessment occur?

Fall 2022 and Spring 2023 semesters

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
Meet: 70 - 89.99%
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Students registered in MRKT482

Exceeded: n = 4 / 100%
Met: n = 0 / 0%
Didn't meet: n = 0 / 0%

100% [4] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Forthcoming

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG7: Leadership skills relevant to the marketing profession: Communicate orally effectively (Marketing LG5-B2)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Final reflection presentation (MRKT482)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
 Meet: 70 - 89.99%
 Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Exceeded: n = 2 / 50%
 Met: n = 2 / 50%
 Didn't meet: n = 0 / 0%

100% [4] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Forthcoming

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG8: Leadership skills relevant to the marketing profession: Work on a team effectively (Marketing LG5-C)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Assessed using group project and code of conduct (MRKT324)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
Meet: 70 - 89.99%
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Exceeded: n = 3 / 23%
Met: n = 10 / 77%
Didn't meet: n = 0 / 0%

100% [13] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Forthcoming

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

LG9: Apply marketing learning in an ethical and socially responsible manner (Marketing LG6)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Ethics Writing Assignment (MRKT324)

When does assessment occur?

Fall 2022 and Spring 2023

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%
Meet: 70 - 89.99%
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Assessment Results

Exceeded: n = 4 / 31%
Met: n = 9 / 69%
Didn't meet: n = 0 / 0%

100% [13] of students scored at least 70%

Note: Does meet the above expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Forthcoming

Package History

Date	User	Action
6/30/2023 12:11:35 PM	Cheryl Buff	Submitted 'Student Learning Assessment Report'
6/30/2023 12:12:16 PM	Joseph McCollum	Received
6/30/2023 12:12:16 PM	School of Business - Dean	Received
6/30/2023 12:12:16 PM	Provost and Senior Vice President	Received
6/30/2023 12:12:17 PM	School of Business - Asst. Dean	Received
6/30/2023 12:12:17 PM	Institutional Effectiveness	Received
6/30/2023 12:12:17 PM	School of Science - Asst. Dean	Received
6/30/2023 12:12:17 PM	Joseph McCollum	Received
6/30/2023 12:13:49 PM	Margaret Madden	Decision Approved