



Student Learning Assessment Report, Academic

Report Year

Program

Department Head

Submitted By

Previously Submitted Reports

Mission

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

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 plan assignment-Situation Analysis.

Note: The marketing plan assignment is an integrative assignment that covers all four learning outcomes via four parts of the assignment (Situation Analysis, Marketing Strategy, Implementation, Performance Review).

Each learning outcome is assessed by a separate rubric.

When does assessment occur?

How often does assessment occur?

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

Exceeded: 90.00% - 100%
Met: 70.00% - 89.99%
Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 16 / 29%
Met: n = 30 / 54%
Didn't meet: n = 10 / 18%

82% [46] 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 by Dr. Adam Nguyen)

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?)

Exceeded: 90.00% - 100%
Met: 70.00% - 89.99%
Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 16 / 29%
Met: n = 30 / 54%
Didn't meet: n = 10 / 18%

82% [46] 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 by Dr. Adam Nguyen)

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?)

Exceeded: 90.00% - 100%

Met: 70.00% - 89.99%

Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 16 / 29%

Met: n = 30 / 54%

Didn't meet: n = 10 / 18%

82% [46] 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 by Dr. Adam Nguyen)

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?)

Exceeded: 90.00% - 100%

Met: 70.00% - 89.99%

Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 16 / 29%

Met: n = 38 / 68%

Didn't meet: n = 2 / 4%

96% [54] 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...

LG5: Think critically and creatively (Marketing LG5A; SOB learning goal)

Note:

- The title of LG5 has been modified according to the BOI recommendations.
- Previously labeled as "critical and creative thinking".

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 Coordinated by Dr. Jie Sun)

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?)

Exceeded: 90.00% - 100%

Met: 70.00% - 89.99%

Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 13 / 25%

Met: n = 38 / 75%

Didn't meet: n = 0 / 0%

100% [51] 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)

- More presentation opportunities have been provided.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

2. Phase

Check all that apply

LG6: Write effectively (Marketing LG5-B1; SOB learning goal)

Note:

- The title of LG6 has been modified according to the BOI recommendations.
- Previously labeled as "written communication".

- 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.)

Annotated Bibliography - Individual writing assignment (MRKT336 by Dr. Chery Buff)

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?)

Exceeded: 90.00% - 100%
Met: 70.00% - 89.99%
Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 9 / 33%
Met: n = 17 / 63%
Didn't meet: n = 1 / 4%

95% [26] 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)

The individual assignment of the annotated bibliography serves to reinforce business style writing well. Clear, concise, effective articulation of key takeaways and the critical analysis of the relevance of the article relative to the team project align well with our goals for the class and major. No changes recommended here, although there is a wide range of writing ability demonstrated across students.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

2. Phase

Check all that apply

LG7. Communicate orally effectively (Marketing LG5-B2; SOB learning goal)

Note:

- The title of LG7 has been modified according to the BOI recommendations.
- Previously labeled as "oral communication".

- 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.)

Team research study presentations and class participation (MRKT336 by Dr. Cheryl Buff)

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?)

Exceeded: 90.00% - 100%

Met: 70.00% - 89.99%

Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 2 / 7%

Met: n = 25 / 93%

Didn't meet: n = 0 / 0%

100% [27] 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)

The midterm feedback of individual performance has generally resulted in improved performance for the final presentation. It is still challenging to have all students feel confident to present informally without calling on them.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

2. Phase

Check all that apply

LG8. Work on a team effectively (Marketing LG5-C; SOB learning goal)

Note:

- The title of LG8 has been modified according to the BOI recommendations.
- Previously labeled as "teamwork".

- 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.)

Dr. Soyoung Joo

"As implemented previously, students' team work skills were assessed through the average score using students' peer evaluation results (Please refer to the attached rubrics).

- 1) Attends team meetings regularly and arrives on time.
- 2) Contributes meaningfully to group discussions.
- 3) Completes team assignments on time.
- 4) Prepares work in a quality manner.
- 5) Demonstrates a cooperative and supportive attitude.
- 6) Contributes significantly to the success of the project."

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?)

Exceeded: 90.00% - 100%

Met: 70.00% - 89.99%

Didn't Meet: 0% - 69.99%

80% of students scored at least 70%

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

Exceeded: n = 79 / 95%

Met: n = 4 / 5%

Didn't meet: n = 0 / 0%

100% [83] 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)

"As implemented previously, the assessment method using the peer evaluation worked very effectively to clearly evaluate the student's teamwork skills. During 2022-2023, in-person teamwork meeting time and team presentations on a regular basis along with an in-person class environment seemed to enhance the student's teamwork skills for marketing majors. As practiced previously, additional support for students with various needs (e.g., first-gen, transfer students, students with special needs, student athletes) were provided through additional meetings and discussion between those students and the instructor. No changes are recommended at this point; I will continue to monitor the progress.

"

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

2. Phase

Check all that apply

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

- 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.)

Dr. Soyoung Joo.

As implemented previously, an item ["Social and ethical responsibilities in business and marketing practices incorporate the 4Ps (people, planet, profit and purpose)."] was added to the SOB rubrics. The rubrics were used to assess students' marketing learning and practices in an ethical and socially responsible manner across all assignments: team cultural & economic plan, market audit & preliminary marketing plan; case studies; topic presentations; in-class activities; assignments. Please refer to the attached rubrics.

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?)

Exceeded: 90.00% - 100%

Met: 70.00% - 89.99%

Didn't Meet: 0% - 69.99%

80% of students scoring at least 70%

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

Exceeded: n = 79 / 95%

Met: n = 4 / 5%

Didn't meet: n = 0 / 0%

100% [83] 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)

"This assessment method has been working well to clearly evaluate student's ethical and socially responsible marketing implementation skills. With this assessment approach, all marketing major students exceeded/met this learning goal. Students were able to propose various socially responsible marketing practices across various projects: case studies, class discussions, and current topic presentations. Overall, these methods had a positive impact on students' learning goals regarding socially responsible practices in marketing. This learning goal has been effectively and meaningfully delivered and reinforced in in-person class environments during the 2022-2023 academic year. No changes are recommended at this point; I will continue to monitor the progress.

"

Package History

Date	User	Action
6/30/2023 11:35:35 AM	Cheryl Buff	Submitted 'Student Learning Assessment Report'
6/30/2023 11:36:11 AM	School of Business - Dean	Received
6/30/2023 11:36:12 AM	Phuong Nguyen	Received
6/30/2023 11:36:12 AM	School of Science - Asst. Dean	Received
6/30/2023 11:36:12 AM	Joseph McCollum	Received
6/30/2023 11:36:12 AM	Institutional Effectiveness	Received
6/30/2023 11:36:12 AM	School of Business - Asst. Dean	Received
6/30/2023 11:36:13 AM	Provost and Senior Vice President	Received
6/30/2023 11:38:47 AM	Margaret Madden	Decision Approved
6/30/2023 11:49:07 AM	Phuong Nguyen	Decision Approved