



Program Assessment Report (PAR)

Marketing (MKT) Baccalaureate Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: [AcademicYear]

I. PROGRAM LEARNING OUTCOMES

1.1 understand and develop the skills necessary to manage the resources needed for organizational success and sustainability. 1.2 understand and know how to analyze the dimensions of the global environment. 2.1 understand stakeholder relationships and stakeholder engagement strategies that foster organizational success. 2.2 understand the processes involved in idea creation and development, production, and distribution of quality products and services. 3.1 demonstrate an ability to communicate effectively in writing. 3.2 demonstrate an ability to communicate effectively in oral form. 3.3 demonstrate knowledge of effective communication skills in a digital environment. 4.1 be able to recognize, analyze and resolve ethical and social responsibility issues. 4.2 know how to develop and promote an ethical and socially responsible organizational culture. 4.3 know how to effectively lead and collaborate with others.

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

Data collected via questions on MKT 2500 exams. Ongoing evaluation and grades in later marketing classes.

B. Scoring of Student Work

Answer key. Tests scored automatically by WSU scanning services.

C. Indirect Assessment

Course evaluations RSCOB student satisfaction survey Feedback from board of marketing advisors (local marketing execs who interact with our students)

III. ASSESSMENT RESULTS/INFORMATION:

All learning outcomes are assessed using AMP, RSCOB's assessment management tool.

AMP data indicates that in the last 3 semesters (Fall 2019, Spring 2020, Summer 2020) average assessment exam scores increased from 69.3% to 89.4%. Furthermore, questions with an unsatisfactory percent of students with correct answers (

Scores increased for the most of questions that needed greatest improvement (< 70% students with correct answers in Fall 2019). Attention to weaker areas seemed to pay off in Spring 2020 and Summer 2020. Improved scores in Spring 2020 showed that instructors could address areas that needed most work, although improvement was still needed for questions 1 (LO 1.1), 3 (LO 1.1), 6 (LO 1.2) and 8 (LO 2.1), which became areas of focus for Summer 2020 and upcoming semesters. Instructors paid closer attention to corporate structures/environments (Q 1, 3), international investments (Q 6), and marketing strategy types (Q 8). Interestingly, over 70% of students answered the four questions above (and associated learning objectives) correctly in Summer 2020, although less than 70% answered questions 15 and 16 (LO 3.1) correctly, which will receive greater attention in future semesters. We will continue to focus on weaker-performing questions and learning objectives, We will also monitor other questions and learning objectives to ensure they remain at higher levels, supported by real-life examples to illustrate concepts.

IV. ACTIONS TO IMPROVE STUDENT LEARNING

Our marketing department faculty meet together on a regular basis (at least once per semester) to discuss assessment of learning. Thus, results are shared among all of our faculty members, after which we discuss the results and propose potential improvements in teaching and learning. As mentioned earlier, we find that students best improve learning in underperforming area by greater instructor attention to key relevant concept and especially greater use of tangible examples from which students can better connect concepts to practice.

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.