

MARKETING CONCENTRATION

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p>SLO: Student should be able to describe what marketing entails and show how the components are implemented.</p> <p>Goal: At least 60% of students will receive a combined score of C or higher on Standardized Final Exam and on the Standardized Term Project.</p>	<p>BUSN-2060 (Principles of Marketing). Combined score on the Final Exam and Term Project. This is a direct, summative, internal assessment.</p>	<p>The combined score on the Final Exam and the Term Project for the Current Reporting Period is 100%.</p>	<p>Results have improved over the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p>SLO: Student should demonstrate how creating value leads to customer loyalty.</p> <p>Grade: At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1110 (Sales). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 92%.</p>	<p>Results increased from the previous reporting period.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p>SLO: Student should be able to design appropriate and effective advertising plan and strategy.</p> <p>Grade: At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1130 (Advertising Principles). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p>SLO: Student should be able to conduct both primary and secondary marketing research to make informed decisions.</p> <p>Grade: At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-2060 (Principles of Marketing). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p>SLO: Student should demonstrate the effectiveness of the various components of integrative marketing communications through various channels; including written and oral communications.</p> <p>Grade: At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1020 (Marketing Communications). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with the previous reporting period.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>

