

TABLE 2: Student Learning Results (Standard 4)
Use this table to supply data for Criterion 4.1.

Analysis of Results									
Performance Measure: For each assessment, identify the following: 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparison)	Current Results: What are your current results?	Student's Results: What did you learn from your results?	Action Items/Assessment/Notes: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred) Benchmarking per section	Provide a graph or table of resulting trends (3-5 data points preferred) Overall results	Provide a graph or table of resulting trends (3-5 data points preferred) Benchmarking per program		
<p>Program: Marketing</p> <p>IO - "The student will be able to write well-organized and grammatically correct papers including case studies and reports." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to make effective oral presentations that are informative as well as persuasive and appropriate." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will demonstrate ability to work successfully in teams." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to identify ethical dilemmas in cases drawn from various business sub-disciplines." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to apply different leadership theories in practice." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will demonstrate their hands-on skills and technical competencies on various business situations." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to describe basic concepts in the marketing functional area of business." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to apply techniques and theories from the marketing mix concepts in firms." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to know how to conduct marketing research for current market trends." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to recognize marketing global environment forces and their causes, effects and possible solutions, towards managing the company and building a customer relationship." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p> <p>IO - "The student will be able to critically analyze theoretical information on marketing and arrive at a well-reasoned conclusion." Goal: At least 70% of students' average assessment results will exceed or equal 70%.</p>									
<p>During the most recent semester approximately 63% of the students have achieved the learning outcome. The goal is not met.</p> <p>Students' performance in this particular LO has been improving gradually semester by semester, reaching its maximum for the last two semesters.</p> <p>Students are able to work successfully in teams. Goal is met.</p> <p>90% of the students are able to apply ethical decision making to cases drawn from various business sub-disciplines. Goal is met.</p> <p>All students were able to achieve the learning outcome. Goal is met.</p> <p>Almost all students were able to achieve the learning outcome for Spring 2018. Goal is met.</p> <p>More than 70% of the students were able to describe basic concepts in the marketing functional area of business. Goal is met.</p> <p>74% of the students were able to achieve the learning outcome. Goal is met.</p> <p>Almost all students know how to conduct marketing research for current market trends. Goal is met.</p> <p>72% of the students were able to achieve the learning outcome. Goal is met.</p> <p>Approximately 85% of the students are able to critically analyze theoretical information on marketing and arrive at a well-reasoned conclusion. Goal is met.</p>									
<p>IO 205 grading rubric has been modified and used for Spring 2018 semester to better assess the required LO. The next steps to raise the awareness about availability of writing labs and workshops provided by the foundation department and encourage the enrolled students to attend those workshops in order to enhance their writing skills.</p> <p>IO 205 effective oral presentations</p> <p>IO 205 ability to work successfully in teams</p> <p>IO 205 identify ethical dilemmas in cases drawn from various business sub-disciplines</p> <p>IO 205 apply different leadership theories in practice</p> <p>IO 205 develop hands on skills and technical competencies on various business situations</p> <p>IO 205 describe basic concepts in the marketing functional area of business</p> <p>IO 205 apply techniques and theories from the marketing mix concepts in firms</p> <p>IO 205 know how to conduct marketing research for current market trends</p> <p>IO 205 recognize marketing global environment forces and their causes, effects and possible solutions</p> <p>IO 205 critically analyze theoretical information on marketing and arrive at a well-reasoned conclusion</p>									
<p>It was decided to provide the presentation outline to the students to help them develop a well organized presentation. The instructors were advised to provide the recommendations/suggestions for improvement to the students directly after their presentation. The course-mates were also motivated to provide the verbal evaluation of their peer's presentation performance. Effective Fall 2017, the presentation grading rubrics were updated to better measure the targeted LO and updated on Moodle from the beginning of the semester to help students know the assessment criteria beforehand. The next steps to maintain the result by engaging more students in class discussions and have more activities that assess the student's presentation skill.</p> <p>Peer assessment has been introduced and implemented in MKT 290 course starting from Fall 2017 fall new Spring 2018. In MKT290 project course students were asked to submit a video advertisement of their business project, which was most often in form of a group work. In Spring 2018, in addition to the video provided by the students, the students' designed brochures were also graded to measure the student's ability to work successfully in teams. The next steps to maintain the result as more than 70% of the students met the goal and no further action is required.</p> <p>In Spring 2018, a chapter related to Ethics and Social Responsibility in the Foundation course (MKT230 Advertising & Promotion) has been added; in addition, in MKT210, more case studies have been conducted to better assess this LO. The next step is to continue focusing on ethical dilemmas through different assessments.</p> <p>Previously, it was recommended to replace the MKT240 (Practical Marketing Skills & Tools) feedback and the request was approved to be implemented starting from Spring 2018. The next step is to simplify marketing data analysis techniques and have more practical activities.</p> <p>No action is required.</p> <p>Simplify marketing theories for MKT 210 course and make it more interactive. The next step is to encourage students to attend the tutoring sessions offered for the course prior to the examination period. This can help the students to revise the exam material and improve the understanding of the learning outcome.</p> <p>In Fall and Spring 2017-2018 semester, it was planned to measure the same LO in other concentration Marketing courses such as MKT290 (Project Course in Marketing). The result is satisfactory and no further action is required.</p> <p>In Spring 2018, the course text book has been replaced. The result has been satisfactory and no further action is required.</p> <p>Additional assignments have been conducted in the MKT210 (Principles of Marketing Management) to emphasize more on the marketing global environment forces. In addition, the grading rubrics have been updated to better align with all other MKT210 sections. The result cross sections are satisfactory and no further action is required.</p> <p>Effective Fall 2017, it was decided to include MKT290 (Project Course in Marketing) Market Survey discussion as an assessment method to measure this particular LO. The assessment is fall and to measure the LO as it precisely reflects the learning outcome. The goal is met and no further action is required.</p>									
<p>Program Objective 1: Ability to communicate effectively in writing</p> <p>Program Objective 3: Ability to communicate effectively in oral presentations</p> <p>Program Objective 4: Ability to work in teams and understand the importance of teamwork</p> <p>Program Objective 5: Ability to analyze and understand ethical dilemmas through different assessments</p>									