



Program Assessment Plan Matrix

Academic Department/Program: Bachelor of Marketing

Student Learning Outcomes	Assessment Methodology	Target	Summary of Major Findings	Actions Taken to Improve Student Learning	Timeframe
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SLO 1:
Explain the interrelationships of the functional business areas within organizations

Method 1:
Globus Project
Average Score

Method 2:
MFT Post-test
Composite Score Exceed the
 national
 average

The MFT average score for MVNU 2016-17 seniors was 152 which is at the 62nd percentile and tells us that 38% of test takers nationally scored BELOW our average score. Percentile rankings imply that lower is better (MVNU would want a ranking above the 50th percentile to have an average score that exceeds the national average.) Moreover, the percentage of

			Students continue to show excellent performance on the strategic audit. This course is now taught by a new instructor and it is encouraging that students are continuing to be successful on this comprehensive assignment.		
	Method 1: Pre/Post Faith Integration Papers in MAN2003/MAN4033	Assess results >60% and show value added from pre/post test	Students are continuing to show improvement through higher scores from pre-post test results.	Continue to monitor progress	

SLO 2:
Articulate the
impact of
personal and
professional
integrity upon
organizational
decision making
in light of biblical
truths

Method 2:
MAN4013/ACC4013
Business Ethics
final paper score

90% of
students score
>80%

This course is being taught by a new faculty member who implemented the assignment in 2015-16, thus it was reasonable to add this as an assessment measure during the 2016-17 revision of the department's assessment plan. Scores for the final paper not only measure the impact of personal and professional integrity upon organizational decision making in light of biblical truths, but also reflect students' ability to articulate such values through proper writing mechanics. It is postulated that the lower number of students meeting the target score of 80% is a reflection NOT

	Method 1: Strategic Audit score in MAN4033	90% of students score >80%	Students continue to exceed desired outcomes on this comprehensive assignment.	Target has been met in recent years. Continue to monitor progress	
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SLO 3: Apply critical thinking skills

Method 2:
FIN3073 Financial Management
Course Project Score

90% of students score >70%

The Course Project in Financial Management is a comprehensive case that

<p>SLO 4: Model effective oral and written communication skills</p>	<p>Method 1: Globus Presentation Score</p>	<p>90% of students score >80%</p>	<p>The GLO-BUS Presentation Score is used to measure the students' ability to effectively communicate orally. The goal is for 80% of students to score 80% or higher using a standardized rubric on their GLO-BUS Presentation. Evidence shows that all students are able to meet the desired score of 80% or above on this assignment.</p>	<p>Target has been met in recent years.</p> <p>Continue to monitor progress</p>	
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Method 2: ABT3073
 Business Communication -
 sum of the writing assignments

90% of students score >70%

SLO 5:
See the value
and participate
in professional
development,
servic

			<p>Students are reporting that they are participating in multi-cultural, professional development and/or service activities while at MVNU. Professional development activities include such things as attending conferences, internships, and other networking events. Service projects include leading small groups, mission trips, Red Cross Blood Drives, Habitat for Humanity, and other similar activities. Multi-cultural events include mission trips and other events geared towards interaction with other cultures.</p>		
	<p>Method 1: MFT post-test Marketing sub score</p>	<p>Exceed National Average</p>	<p>During the data collection phase of this year's annual report, it was discovered that MFT will not report sub-scores at the individual student level. Even after contacting MFT directly, it was confirmed that sub-scores are available only at the department level, but never the student level. Department sub-scores are unreliable measures of student learning in the Marketing program, as the non-marketing majors' scores in this area would move the average of the scores obtained by the marketing majors. Therefore, this marketing-specific sub-score is obsolete in this assessment plan and should be removed during future assessment plan revisions.</p>		

SLO 6:
Interpret
marketing
research to
position
products and
services and
promote them
successfully

Method 2:
MAR4063

Continue to
monitor
progress.

			<p>Over the most recent years, students have demonstrated an ability to meet the goal of scoring >80% on the course project.</p> <p>Of note, this course has gone through a number of different faculty in recent years. With the addition of a full-time marketing faculty in the fall 2017, it is anticipated that more consistency will be provided to the marketing majors.</p>		
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