

Standard #4 Measurement and Analysis of Student Learning and Performance

1. Student Learning Results	PLO 1: Marketing Sensing – Graduates will be able to effectively acquire relevant information as well as evaluate and analyze it in order to make impactful strategic marketing decisions.																								
	Analysis of Results																								
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)																				
<p>Minimal: - 70% overall mean score and at least 70% of students scoring 70%.</p> <p>Stretch:- 75% overall mean score and at least 70% of students scoring 80%</p>	Capsim ModExam - direct, formative, external, comparative.	Both stretch goals were met. A total of 16 students completed the Capsim ModExam with 12 students averaging 70.83% in F2 and 4 students averaging 83.65% in S2 for a cumulative weighted average of 74.04% overall. In addition, 67% of students in F2 and 75% in S2 were above 80% for a cumulative 81% scoring above 80%.	While the overall goal was accomplished, room for improvement was still identified. In a deeper dive, scores across topics, SWOT analysis score was surprisingly poor. Both in terms of pre- and post- results as well as underperforming as compared to national scores. This score was low last year as well so demonstrates consistency. Strategic performance is another area which was low compared to national scores and represents an opportunity for improvement. (See PLO1 Item Scores Worksheet for data).	The SWOT analysis is an important concept discussed and applied in the majority of the MRKT courses. However, we will need to incorporate more explanation of the SWOT analysis in the future, especially comparing and contrasting it to the PESTEL and Porter's Five Forces analyses.	<p>MRKT PLO1 Avg. Scores</p> <table border="1" style="margin-top: 10px; width: 100%; border-collapse: collapse;"> <caption>MRKT PLO1 Avg. Scores Data</caption> <thead> <tr> <th>Point</th> <th>Post</th> <th>Nat.</th> <th>Goal</th> <th>Pre</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>70</td> <td>65</td> <td>70</td> <td>55</td> </tr> <tr> <td>2</td> <td>70</td> <td>65</td> <td>70</td> <td>55</td> </tr> <tr> <td>3</td> <td>85</td> <td>65</td> <td>70</td> <td>55</td> </tr> </tbody> </table>	Point	Post	Nat.	Goal	Pre	1	70	65	70	55	2	70	65	70	55	3	85	65	70	55
Point	Post	Nat.	Goal	Pre																					
1	70	65	70	55																					
2	70	65	70	55																					
3	85	65	70	55																					

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Use this table to supply data for Criterion 4.2. (Figure 4.2 in self-study)

Performance Indicator	Definition																								
1. Student Learning Results	PLO 2: Market Value Creation – Graduates will be able to effectively manage value creation by developing and evaluating marketing strategies and objectives to foster long-term success and promote meaningful																								
	Analysis of Results																								
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Data (3-5 data points preferred)																				
Minimal: Partially Reached in Spring 2022 - Overall mean score should be on par with National mean score - 65% overall mean score and at least 70% of students scoring 65% Stretch: Not Reached - Overall mean score significantly above the National mean score - 70% overall mean score and at least 50% of students scoring 80%	Capsim ModExam - direct, formative, external, comparative.	The minimal goals were partially reached but only in S22. The stretch goals were not met. A total of 16 students completed the Capsim ModExam with 12 students averaging 53.33% in F2 and 4 students averaging 69.00% in S2 for a cumulative weighted average of 57.25%, overall. While scores were above the national scores, only the S22 scores exceeded the minimal goal of 65%. In addition, only 41% of students in F2 scored above 60% on PLO2, while 100% in S2 were above 60%. However, 0% were above 80% on this PLO.	While the neither the minimal nor stretch goals were completely accomplished, score exceed the national average for PLO2. We have set high expectations for our students, which upon comparison to national scores might be unreasonable. That said, a deeper dive into scores across topics reveals that several areas are lower than we expect. Conducting a break-even analysis scored 12% compared to the national score of 25%. In addition, understanding New-product Development Process (59%) and Computing Retail Price (53%) were low compared to national scores of 78% and 64%, respectively. There are other topics, such as E-Commerce, which are important aspects of marketing but are not thoroughly covered in the MRKT program. (See PLO2 Item Scores Worksheet for data).	Financial calculations, such as breakeven analysis, are discussed in the MRKT program but could be incorporated throughout the program much more thoroughly. Currently, these topics are covered in MRKT 5000 and reinforced in MRKT 5960 and MRKT 6000. These types of financial concepts are important in all aspects of marketing and could easily be included in most of the marketing courses. E-commerce is an elective course that has not been offered in recent years. However, it will be required as part of the Graduate Digital Marketing Certificate starting 2023-24 academic year. As such, it will be available for all MRKT students to take. We will continue to keep the goal at 65% and monitor progress.	<table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>MRKT PLO1 Avg. Scores Data</caption> <thead> <tr> <th>Semester</th> <th>Post</th> <th>Nat.</th> <th>Goal</th> <th>Pre</th> </tr> </thead> <tbody> <tr> <td>Spring 2021</td> <td>65</td> <td>55</td> <td>65</td> <td>45</td> </tr> <tr> <td>Fall 2021</td> <td>55</td> <td>55</td> <td>65</td> <td>45</td> </tr> <tr> <td>Spring 2022</td> <td>70</td> <td>55</td> <td>65</td> <td>45</td> </tr> </tbody> </table>	Semester	Post	Nat.	Goal	Pre	Spring 2021	65	55	65	45	Fall 2021	55	55	65	45	Spring 2022	70	55	65	45
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Spring 2021	65	55	65	45																					
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Spring 2022	70	55	65	45																					

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Use this table to supply data for Criterion 4.2. (Figure 4.2 in self-study)

Performance Indicator																									
1. Student Learning Results	PLO 3: Personal Management – Graduates will demonstrate personal skills (e.g. communication, personal brand management, ethics, team management) which are important keys to success as a marketing manager.																								
		Analysis of Results																							
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)																				
Minimal: Partially Reached - Overall mean score should be on par with National mean score - 80% overall mean score and at least 70% of students scoring 80% Stretch: Partially Reached - Overall mean score significantly above the National mean score - 85% overall mean score and at least 70% of students scoring 85%	Capsim ModExam - direct, formative, external, comparative.	Both stretch goals were met. A total of 16 students completed the Capsim ModExam with 12 students averaging 66.25% in F2 and 4 students averaging 87.50% in S2 for a cumulative weighted average of 71.56% overall. In addition, only 42% of students in F2 were above 80%; however, 75% in S2 were above the goal for a cumulative 94% scoring above 80%.	The goals were partially accomplished leaving room for improvement. While we desire to improve scores in all topics of this PLO, Building Effective Goals is an area of deficit. Students scored a reasonable 80% but underperformed as compared to national scores of 86%. This score was much stronger last academic year at 93%. Scores in F22 were much lower than the other two terms which might have been an anomaly. We hope to see more consistently high scores for this PLO. (See PLO3 Item Scores Worksheet for data).	We will be revising course PLOs and course assessment requirements to make sure the personal goals are covered across the MRKT program.	<table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>MRKT PLO3 Avg. Scores Data</caption> <thead> <tr> <th>Term</th> <th>Post</th> <th>Nat.</th> <th>Goal</th> <th>Pre</th> </tr> </thead> <tbody> <tr> <td>Spring 2021</td> <td>85</td> <td>86</td> <td>85</td> <td>65</td> </tr> <tr> <td>Fall 2021</td> <td>65</td> <td>86</td> <td>85</td> <td>60</td> </tr> <tr> <td>Spring 2022</td> <td>85</td> <td>86</td> <td>85</td> <td>75</td> </tr> </tbody> </table>	Term	Post	Nat.	Goal	Pre	Spring 2021	85	86	85	65	Fall 2021	65	86	85	60	Spring 2022	85	86	85	75
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