# Program Learning Outcomes

## Program Learning Outcome 1

<table>
<thead>
<tr>
<th>Assessment Method &amp; Frequency</th>
<th>Reporting Timeframe</th>
<th>Assessment Type</th>
<th>Planned Improvements Based on Results</th>
<th>Documented Changes</th>
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### Assessment of Student Learning

- **Program Learning Outcomes:**
  - **Program Learning Outcome 3:**
    - **Assessment of Student Learning:**
      - **Outcome 3.3:** Students have the ability to utilize research data and current technologies to analyze marketing technology.
      - **Outcome 3.1:** Be able to create and deliver a comprehensive marketing strategies case.
      - **Outcome 3.2:** Develop assessment that addresses the importance of technology, sustainability, ethics, and the environment in marketing.
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### Tri-Annual Assessment

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### Program Learning Outcomes 5.

Analyze the marketing environment utilizing the 4 P's of Marketing including product, price, place, promotion to execute marketing strategies in a global economy.

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<th>Suboutcomes</th>
<th>Year</th>
<th>Average Score</th>
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<tr>
<td>Program Learning Outcome 5.</td>
<td>2022</td>
<td>86%</td>
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Nicholas A. Demonstrates effective written communication skills.

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- The average grade on the feasibility analysis project was 86%.
- The average score on the personal selling presentation for section EE2 was 88.5% with 92% of students receiving a "C" or better on the project.
- The average score on the writing and referencing portion of the IMC plan was 31 out 35 or 88.5%.

Students have achieved the outcome for this assignment. No changes needed at this time.

### Program Learning Outcomes 6.

Digital Marketing Research including primary and secondary data, marketing segmentation, and target marketing techniques to evaluate and formulate strategic marketing decisions.

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<td>Program Learning Outcome 6.</td>
<td>2021</td>
<td>85%</td>
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- The average grade on the feasibility analysis project in section HHB was 86.15% with 92% of students receiving a "C" or better on the project.
- The average score on the personal selling presentation for section HB2 was 86.5% with 92% of students receiving a "C" or better on the project.

Students have achieved the outcome for this assignment. No changes needed at this time.

### Program Learning Outcomes 7.

Illustrate how internal and external forces affect consumer and business needs and wants resulting in consumption related behavior.

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<td>Program Learning Outcome 7.</td>
<td>2021</td>
<td>82.27%</td>
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- 80% of students received a "C" or better on the personal selling presentation, 9 of those students did not submit any assignment and the rest of the students completed the personal selling presentation, 100% of them achieved a satisfactory score.
- The average score on the personal selling presentation was 88% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE1 was 80% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE2 was 84.17% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE3 was 88% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE4 was 80% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE5 was 87% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE6 was 82.27% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE7 was 81% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE8 was 85.15% with 92% of students receiving a "C" or better.
- The average score of all exams in the class in section EE9 was 80% with 92% of students receiving a "C" or better.

Students have achieved the outcome for this assignment. No changes needed at this time.

### Program Learning Outcomes 8.

Demonstrate how branding, advertising, promotion, and sales are integrated to develop an effective marketing program.

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<td>Program Learning Outcome 8.</td>
<td>2022</td>
<td>85%</td>
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- Students scored a 68 out of 75 points or a 90.67%.
- The range of scores was 70% - 100%. The average score was 66% and the on-campus student average was 80%.
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