MARKETING CONCENTRATION					
		Current	Amalusia	Action Taken	
Performance	Measurement		Analysis -f Dt		Count
Measure	Instrument	Results	of Results	or Improvement Made	<u>Graph</u>
SLO: Student should be	BUSN-2060	The combined score on	Results have	Since the score for the	% Results By Period
ble to describe what	(Principles of	the Final Exam and the	improved over	current reporting	
marketing entails and	Marketing).	Term Project for the	the previous	period was in the	1.05
show how the	Combined score	Current Reporting	reporting periods.	acceptable parameter,	1
components are	on the Final Exam	Period is 100%.		no action was taken at	0.95
mplemented.	and Term Project.			this time. Will continue	0.9 0.86 0.86
Goal: At least 60% of	This is a direct,			to monitor this	0.85
tudents will receive	summative,			performance measure.	0.8
combined score of	internal				0.75
or higher on	assessment.				2010 2011 2018
tandardized Final					and, alme, alme,
xam and on the					- 884, 1284, 1284,
Standardized Term					201 201
					9,75 Symple 2016
Project.					
LO. Charles I I I I I	DUICNI 4440	Th	Describe to the state of the st	Cia Ale	
LO: Student should	BUSN-1110	The score on the Term	Results increased from	Since the score for the	% Results By Period
emonstrate how	(Sales).	Project for the Current	the previous reporting	current reporting	
reating value leads to	The score on the	Reporting Period is 92%.	period.	period was in the	1.051
ustomer loyalty.	Term Project.			acceptable parameter,	1
Grade: At least 60% of	This is a direct,			no action was taken at	0.95
tudents will receive a	summative,			this time. Will continue	0.9 0.86
score of C or higher on	internal			to monitor this	0.85
the Standardized Term	assessment.			performance measure.	0.8
	assessment.			performance measure.	0.75
Project.					9.75 Symplecials  Halling Symplecial  Halling Symplecials  Halling Sympl
					76.30 76.30 FC.30
					GRAIN GRAIN GRAIN
					2016
					all
					4, 4,
SLO: Student should be	BUSN-1130	The score on the Term	Results remained	Since the score for the	0/ P
ble to design	(Advertising	Project for the Current	consistent with the	current reporting	% Results By Period
ppropriate and	Principles).	Reporting Period is 100%.	previous reporting	period was in the	1.2
		Reporting Feriod is 100%.			1 1 1
effective advertising	The score on the		periods.	acceptable parameter,	1
olan and strategy.	Term Project.			no action was taken at	
Grade: At least 60% of	This is a direct,			this time. Will continue	0.8
tudents will receive a	summative,			to monitor this	0.6
core of C or higher on	internal			performance measure.	
he Standardized Term	assessment.				0.4
Project.					0,2
					0.2
					0
					SPRING-2016 FALL 2016-SPRING-FALL 2017-SPRING-
					2017 2018
LO: Student should be	BUSN-2060	The seers on the Term	Results remained	Cinco the car f th	
		The score on the Term		Since the score for the	% Results By Period
ble to conduct both	(Principles of	Project for the Current	consistent with the	current reporting	
rimary and secondary	Marketing).	Reporting Period is 100%.	previous reporting	period was in the	1.2 1 1
narketing research to	The score on the		periods.	acceptable parameter,	1
nake informed decisions.	Term Project.			no action was taken at	0.8
Grade: At least 60% of	This is a direct,			this time. Will continue	0.6
tudents will receive a	summative,			to monitor this	0.4
core of C or higher on	internal			performance measure.	
he Standardized Term	assessment.			r or round incasure.	.6 11 6
	doocooliiciit.				4.20° 4.20° 4.20°
Project.					spirite spirite spirite
					sandratis
					kall kallin
					·
IO: Student chauld	BUSN-1020	The score on the Term	Results remained	Since the score for the	
LO: Student should					% Results By Period
lemonstrate the	(Marketing	Project for the Current	consistent with the	current reporting	,
ffectiveness of the	Communications).	Reporting Period is 100%.	previous reporting	period was in the	1.2
arious components of	The score on the		period.	acceptable parameter,	1 1
ntegrative marketing	Term Project.			no action was taken at	0.8
ommunications through	This is a direct,			this time. Will continue	0.8
arious channels;	summative,			to monitor this	0.6
ncluding written and	internal			performance measure.	
ral communications.	assessment.				0.4
Grade: At least 60% of					0.2
					U.E.
tudents will receive a					
					0
tudents will receive a core of C or higher on he Standardized Term					0 SPRING-2016 FALL 2016- FALL 2017-