

Assurance of Student Learning Reflection 2024-2025

Gordon Ford College of Business

Marketing

Marketing, 720

Megan Ormon

Is this an online program? ☐ Yes ☒ No

Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here
☐ Yes, they match! (If they don't match, explain on this page under **Evaluation**)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1

Program Student Learning Outcome	Students will demonstrate mastery of marketing concepts – the 4 P's of marketing (price, promotion, product and place), identifying target markets and tying target markets to the 4 P's.
Evaluation	SLO1 is still essential to the marketing discipline and no changes are suggested.
Measurement Instruments	Across 3 sections of Basic Marketing (220) and 2 sections of the capstone Marketing class (422), students are given exams throughout the semester which contain 12 specific discipline knowledge questions used as a measure of learning. Dr. Gardner's 220 classes use a pre- and post- test to determine their knowledge at the beginning and end of the semester.
Criteria & Targets	A minimum score of 70% is considered satisfactory. For the last 3 academic years, this goal has been met.
Results & Conclusion	Results: The number of students mastering the 4 P's marketing concepts has improved over the past 3 years (2022 – 79.4%, 2023 for non-marketing majors – 76% and 78%, and 2024 – 93.5%). Conclusions: We believe concentration on the 4 P's is essential for the marketing program and collecting these questions has proven beneficial for our understanding of student learning concerning these concepts. We recommend continuing to use these measurements to address mastery of these concepts for the next assessment plan cycle.

<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	We are happy with the artifact and assessment of this SLO. We will continue to work with 422 faculty for facilitation for the next assessment cycle.
--	--

Program Student Learning Outcome 2	
Program Student Learning Outcome	Students will demonstrate an ability to communicate marketing concepts effectively in a written format.
Evaluation	SLO 2 is still relevant to the marketing discipline. No changes are suggested to the learning goal. Instrument will be updated.
Measurement Instruments	Previously, in the Marketing capstone class, 422, instructor has incorporated in her final an essay question to determine how well students comprehend the concept of the 4 P's of marketing as applied to a product or service of their choosing. This instructor is not teaching a 422 section in the upcoming year. Starting in 2025-26 AY, we will transition this instrument to be collected in MKT 499, with a TBD marketing faculty member. Since this course is online, we will need to be cognizant of a way to collect this instrument that students will not have access to AI for their submissions. Previous discussions in the AOL committee have suggested students participate in an essay or test at a local testing facility of their choice. We could use the same essay question as previously used in 422. AOL representative and designated 499 faculty member for the Fall 2025 will get together and determine the best instrument and method of submission once the faculty member for 499 is secured.
Criteria & Targets	For years 2021-22 and 2022-23, the criteria for student success was 70%. We will not change the target. For the updated essay question in 2023-24, the students were assessed using the Written Communication Rubric on a scale of 1-5, where 3-3.99 is "acceptable". The mean for the students assessed was 3.64.
Results & Conclusion	<u>Results:</u> For all instruments used within the past 3 years, the criteria has been met for the marketing department. However, since we will be updating the instrument gathered and changing the class this instrument will be collected, we look forward to gathering the data and reflecting in the upcoming AY. <u>Conclusions:</u> The designated class and instrument will be changed for the upcoming academic year to assist with improved continuity. As soon as a marketing faculty member is designated for the 499 course, AOL representative will get with them to discuss the best route forward for this SLO in 2025-26.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	The designated class and instrument will be changed for the upcoming academic year to assist with improved continuity. As soon as a marketing faculty member is designated for the 499 course, AOL representative will get with them to discuss the best route forward for this SLO in 2025-26.

Program Student Learning Outcome 3	
Program Student Learning Outcome	Students will demonstrate the ability to communicate marketing concepts effectively in a verbal format.
Evaluation	SLO 3 is still relevant to the marketing discipline. No changes are suggested for the learning goal.
Measurement Instruments	The capstone class, MKT 422, includes a written marketing plan and verbal presentation of that plan. This is the best instrument to use for SLO 3 and SLO 2 to assess written and verbal application of marketing concepts. For SLO 3, marketing students provide a oral presentation of their marketing plan for a product or service of their choice. Each individual student is then assessed according to the Oral Communication rubric.
Criteria & Targets	Acceptable target for this measurement is a mean score of 3-3.99 on a rubric scale of 1-5.
Results & Conclusion	<u>Results:</u> In the 2 years this instrument was used, the goal has been met for marketing students. <u>Conclusions:</u> For SLO 3, marketing students provide a oral presentation of their marketing plan for a product or service of their choice. Each individual student is then assessed according to the Oral Communication rubric. This measurement instrument was changed in AY 23-24 in favor of an artifact from the Advanced Personal Selling class (425), but that artifact will now be used for the Sales Certificate SLO specifically since it is labor intensive. The 422 end of the semester verbal presentation is recommended for use moving forward. These presentations are the best instrument to assess whether the students comprehend marketing concepts and can present them in a verbal format. When we move into the new building, we will assess whether new, enhanced smart classrooms can assist with recording these presentations.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	We are happy with the artifact and assessment of this SLO. We will continue to work with 422 faculty for facilitation for the next assessment cycle.

Program Student Learning Outcome 4 To be assessed beginning Fall 2025	
Program Student Learning Outcome	Students will demonstrate knowledge of legal and ethical principles appropriate to the marketing discipline.
Evaluation	Legal and ethical principles within the marketing discipline are identified and discussed in the 220 classes. These concepts are also reinforced during the business core classes of MGT 200 and 305.

Measurement Instruments	Discipline specific legal and ethical exam questions are embedded in the 220 classes (Martin & Gardner). We will use these exam responses to assess understanding and mastery of the principles.
Criteria & Targets	Criteria for success will be set at 70%. This SLO will be assessed beginning in Fall 2025.
Results & Conclusion	Results: We will begin assessment of this SLO in Fall 2025.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	Marketing 220 faculty will embed legal and ethical questions appropriate to the marketing discipline to be assessed beginning in Fall 2025. Our target criteria for success will be 70%.

**Program Student Learning Outcome 5
To be assessed beginning Fall 2025**

Program Student Learning Outcome	Students will demonstrate the use of appropriate skills to solve business problems. Critical issue identification, appropriate analysis of data, identification of possible solution(s) and effective communication of recommendations.
Evaluation	Evaluation of this SLO will be new for the marketing department specifically.
Measurement Instruments	In MKT 499, case studies were administered to students in order to evaluate their ability to use critical thinking skills to solve business problems.
Criteria & Targets	Targeted criteria for success will be set at 70%.
Results & Conclusion	Results: This will be assessed by the marketing department beginning in Fall 2025. Conclusions: Previously, a representative from the Management Department was facilitating these case studies in MKT 499. This will transition to an unknown member of the Marketing faculty for Fall 2025. From conversations of the case studies assessed during the 24-25 AY, students were using AI to compile their case study answers. Recommended changes to the case studies for 25-26 AY: Facilitate the case study assignments at the Testing Center so that students are unable to access AI technologies during their assessment. Case studies previously used will need to be altered and reduced in order to accommodate a shorter time period of assessment.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	Starting in 25-26 AY, this SLO will be assessed by the Marketing department faculty member, unknown at this time. We will work with the Management faculty member to gather the case studies used previously, and make alterations in order to students to complete these case studies at a local testing center (WKU or other if not local), with shorter case studies and without access to AI technologies. Marketing AOL representative will get with 499 faculty member for specific case instrument(s) once a 499 faculty member is selected.