

Program Outcomes Guide

Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Program Title: AAS in Management, Option in Marketing **Date:** Spring 2017

Program Team: Stacey McGee, Business Faculty

Expected Learning Outcomes:

1. Develop a broad understanding of the role of various components of marketing and business.
2. Discuss ethical implications in relation to marketing.
3. Demonstrate knowledge of today's business environment (legal, financial, and economic).
4. Provide an understanding of the impacts of current social issues, diversity, and globalization on marketing.

Assessment (How do or will students demonstrate achievement of each outcome?)

Most data are collected from exam questions from the various courses in this program. In each case, common exam questions are used in all sections of the course and the results of those common questions are reported here.

Validation (What methods have you used or will you use to validate your assessment?)

The test questions are taken from the publisher's test bank. It is assumed that the publisher validates these questions and tests them for reliability.

Results (What do your assessment data show?)

The data summary presented in the table below consists of data collected from the Fall Semester 2016 and the Spring Semester 2017 for the following courses: BUS 101, BUS 104, MGT 103, MGT 104, ECO 201, ECO 202, ACC 101 and ACC 102. In each case, the outcomes for this program are mapped to course-level outcomes for each of the courses required in this program. See Curriculum Map for more details. The table summarizes the results for the specific course-level outcomes described in the Curriculum Map and includes an overall average for the program for each outcome.

FA15-SP16 Results

Outcomes	ACC 101	ACC 102	BUS 101	BUS 104	ECO 202	MGT 103	MGT 104	Average
#1: Develop a broad understanding of the role of various components of marketing and business	58%		79%		72%	61%	85%	71%
#2: Demonstrate knowledge o today's business environment (legal, financial and economic)	81%	65%	49%		76%	60%	72%	67%
#3: Discuss ethical implications in relation to marketing			67%			76%	56%	66%
#4: Provide an understanding of the impacts of current social issues, diversity, and globalization on marketing					81%	60%	63%	68%

FA16-SP17

Outcomes	ACC 101	ACC 102	BUS 101	BUS 104	ECO 202	MGT 103	MGT 104	Average
#1: Develop a broad understanding of the role of various components of marketing and business	63%		76%		77%	75%	81%	74%
#2: Demonstrate knowledge of today's business environment (legal, financial and economic)	82%	66%	69%	82%	79%	77%	72%	73%
#3: Discuss ethical implications in relation to marketing			67%	81%		82%	77%	73%
#4: Provide an understanding of the impacts of current social issues, diversity, and globalization on marketing					81%	77%	76%	76%

Follow-up (How have you used or how will you use the data to improve student learning?)

Using the results presented for FA15-SP16 as a benchmark, we can see improvement in almost all areas. There are still several areas that are below our goal for outcome achievement, and we will continue to address those at the course level.

Budget Justification (What resources are necessary to improve student learning?)

Current resources are adequate.