

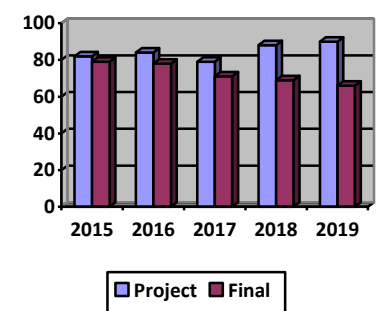
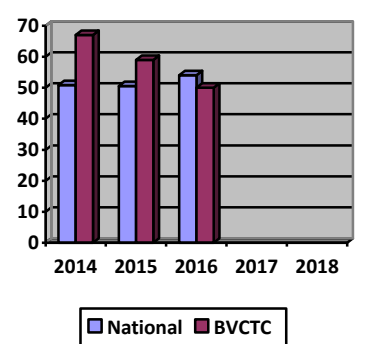
PROGRAM ASSESSMENT PLAN AND ASSESSMENT REPORT (Academic Year 2018-2019)

Program: Associate in Applied Science in Marketing 2+2

A. Program Learning Outcomes Summary			
Program Learning Outcome		Primary Targeted Courses	Methods of Assessment
A1	Demonstrate an understanding and proficiency with the Marketing Mix (the Four Ps) and its importance to the organization	MRKT 205 BUSN 298	Project Comprehensive Exam ETS Exam
A2	Make a sales presentation using the ten step sales process.	MRKT 173	Recorded Role Play Comprehensive Exam
A3	Be able to develop an integrated advertising campaign using sound advertising principles.	MRKT 175	Project Comprehensive Exam
A4	Developed a social media strategy for a brand or company that was appropriately integrated with overall marketing strategy (i.e. segmentation, targeting, positioning, marketing mix)	MRKT 220	Project Comprehensive Exams
A5	Create complete integrated marketing campaign.	MRKT 250	Project
A6	Prepared to enter and be successful in a baccalaureate degree program.	BUSN 298	General Education Portfolio ETS Exam

Course Key Listing			
MRKT 173	Professional Selling	MRKT 175	Marketing Communication
MRKT 205	Fundamentals of Marketing	MRKT 220	Social Media Marketing
MRKT 250	Marketing Management	BUSN 298	Business Studies Seminar

B. Analysis of Results – AAS in Marketing 2+2

Analysis of Results																																									
Performance Measure (Competency)	Description of Measurement	Areas of Success	Analysis and Action Taken	Results of Actions Taken (during the following year)	Insert Graph or Chart of Resulting Trends (graph up to five years of data)																																				
<p>(A1) Demonstrate an understanding and proficiency with the Marketing Mix (the Four Ps) and its importance to the organization</p>	<p>MRKT 205 Semester Project</p> <p>MRKT 205 Students will complete a comprehensive final exam</p> <p>BUSN 298 - ETS Business Major Field Test</p>	<p>70% of students achieved a 70% or higher on comprehensive project.</p> <p>70% of students achieved a 70% or higher on Final Exam.</p> <p>Marketing Average Mean Score above the national mean score for graduating business students</p>	<p>In 2014 87%, 2015 82% & 2016 84%, 2017 79%, 2018 88%, 2019 86% of students rec'd 70 or better on Project</p> <p>Final Exam: 2015 79% 2016 78% 2017 71%, 2018 69 % 2019 66 scored above 70%</p> <p>ETS: 2014 67% of KVCTC score above national mean of 50.8; 2015 59% of BridgeValley scored above national mean of 50.5; 2016 50% of students scored above the national mean of 54.</p> <p>2017: data not</p>	<p>2017 ETS Data not available as of this date. Update to be done as soon as data available.</p>	<p>MRKT 205</p>  <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>MRKT 205 Data</caption> <thead> <tr> <th>Year</th> <th>Project (%)</th> <th>Final (%)</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>87</td> <td>82</td> </tr> <tr> <td>2016</td> <td>84</td> <td>79</td> </tr> <tr> <td>2017</td> <td>88</td> <td>79</td> </tr> <tr> <td>2018</td> <td>86</td> <td>86</td> </tr> <tr> <td>2019</td> <td>86</td> <td>86</td> </tr> </tbody> </table> <p>ETS Exam</p>  <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>ETS Exam Data</caption> <thead> <tr> <th>Year</th> <th>National (%)</th> <th>BVCTC (%)</th> </tr> </thead> <tbody> <tr> <td>2014</td> <td>67</td> <td>59</td> </tr> <tr> <td>2015</td> <td>59</td> <td>50</td> </tr> <tr> <td>2016</td> <td>50</td> <td>54</td> </tr> <tr> <td>2017</td> <td>-</td> <td>-</td> </tr> <tr> <td>2018</td> <td>-</td> <td>-</td> </tr> </tbody> </table>	Year	Project (%)	Final (%)	2015	87	82	2016	84	79	2017	88	79	2018	86	86	2019	86	86	Year	National (%)	BVCTC (%)	2014	67	59	2015	59	50	2016	50	54	2017	-	-	2018	-	-
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B. Analysis of Results – AAS in Marketing 2+2

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			<i>yet available.</i>																				
<p>(A2) Make a sales presentation using the ten step sales process.</p>	<p>MRKT 173 – Recorded Role Play Sales Presentation</p> <p>MRKT 173 Students will complete a comprehensive final exam</p>	<p style="color: red;">70% of students achieved a 70% or higher on Sales Presentation.</p> <p style="color: red;">70% of students achieved a 70% or higher on comprehensive final.</p>	<p>Project: 2015 86%, 2016 67%, 2017 72% & 2018 75%, 2019 88% scored above 70%</p> <p>Final Exam: 2015 71%, 2016 77%, 2017 72% & 2018 70%, 2019 86% scored above 70%</p>	<p>2016 Project scores are below acceptable level as 2 of 9 students did not complete the project.</p>	<p style="text-align: center;">MRKT 173</p> <table border="1" style="margin: 10px auto; border-collapse: collapse; text-align: center;"> <caption>MRKT 173 Scores</caption> <thead> <tr> <th>Year</th> <th>Project</th> <th>Final</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>86%</td> <td>71%</td> </tr> <tr> <td>2016</td> <td>67%</td> <td>77%</td> </tr> <tr> <td>2017</td> <td>72%</td> <td>72%</td> </tr> <tr> <td>2018</td> <td>75%</td> <td>70%</td> </tr> <tr> <td>2019</td> <td>88%</td> <td>86%</td> </tr> </tbody> </table>	Year	Project	Final	2015	86%	71%	2016	67%	77%	2017	72%	72%	2018	75%	70%	2019	88%	86%
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<p>(A3) Be able to develop an integrated advertising campaign using sound advertising principles.</p>	<p>MRKT 175 Semester Project</p> <p>MRKT 175 Students will complete a comprehensive final exam</p>	<p style="color: red;">70% of students achieved a 70% or higher on semester project.</p> <p style="color: red;">70% of students achieved a 70% or higher on comprehensive final..</p>	<p>Project: 2015 89%; 2016 79%, 2017 72% & 2018 73%, 2019 82% scored above 70%</p> <p>Final Exam: 2015 67%; 2016 74% 2017 72%, 2018 70%, 2019 67% scored above 70%</p>		<p style="text-align: center;">MRKT 175</p> <table border="1" style="margin: 10px auto; border-collapse: collapse; text-align: center;"> <caption>MRKT 175 Scores</caption> <thead> <tr> <th>Year</th> <th>Project</th> <th>Final</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>89%</td> <td>67%</td> </tr> <tr> <td>2016</td> <td>79%</td> <td>74%</td> </tr> <tr> <td>2017</td> <td>72%</td> <td>72%</td> </tr> <tr> <td>2018</td> <td>73%</td> <td>70%</td> </tr> <tr> <td>2019</td> <td>82%</td> <td>67%</td> </tr> </tbody> </table>	Year	Project	Final	2015	89%	67%	2016	79%	74%	2017	72%	72%	2018	73%	70%	2019	82%	67%
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B. Analysis of Results – AAS in Marketing 2+2

<p>(A4) Developed a social media strategy for a brand or company that was appropriately integrated with overall marketing strategy (i.e. segmentation, targeting, positioning, marketing mix)</p>	<p>MRKT 220 Semester Project</p> <p>MRKT 220 Students will complete a comprehensive final exam</p>	<p>70% of students achieved a 70% or higher on semester project.</p> <p>70% of students achieved a 70% or higher on comprehensive final..</p>	<p>Project: 2015 91%, 2016 N/A, 2017 75%, 2018 100%, 2019 xx% scored above 70%</p> <p>Final Exam: 2015 64%, 2016 N/A, 2017 75%, 2018 100%, 2019 xx% scored above 70</p> <p>Awaiting on scores from Robby Parker</p>	<p>Due to low enrollment course was not offered in 2015 – 2016</p> <p>Only 1 student in 2017-2018 academic year</p> <p>Course now has been added to curriculum of Graphic Design program and enrollment has increased.</p>	<p style="text-align: center;">MRKT 220</p> <table border="1"> <caption>MRKT 220 Performance Data</caption> <thead> <tr> <th>Year</th> <th>Project (%)</th> <th>Final (%)</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>91</td> <td>64</td> </tr> <tr> <td>2017</td> <td>75</td> <td>75</td> </tr> <tr> <td>2018</td> <td>100</td> <td>100</td> </tr> </tbody> </table>	Year	Project (%)	Final (%)	2015	91	64	2017	75	75	2018	100	100
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<p>(A5) Create complete integrated marketing campaign</p>	<p>MRKT 250 Semester Project</p>	<p>70% of students achieved a 70% or higher on semester project.</p>	<p>100% of students 100% on Project.</p> <p>Capstone course with small numbers of students in all four classes</p>	<p>No action needed at current time.</p>	<p style="text-align: center;">MRKT 250</p> <table border="1"> <caption>MRKT 250 Performance Data</caption> <thead> <tr> <th>Year</th> <th>Project (%)</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>100</td> </tr> <tr> <td>2017</td> <td>100</td> </tr> <tr> <td>2019</td> <td>100</td> </tr> </tbody> </table>	Year	Project (%)	2015	100	2017	100	2019	100				
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C. Course Specific Outcomes Assessment Plan

	Criteria For Evaluation						
		MKT173	MKT175	MKT205	MKT220	MKT250	
A1				X			
A2	X						
A3			X				
A4					X		
A5						X	
Assessment Year (2019,20, 21, 22 & 23)		22	21	19	20	23	
<u>Methods of Assessment</u>							
Projects		X	X	X	X	X	At least 70% of students receive 70% on projects according to grading rubric.
Comprehensive Final Exams/Exams		X	X	X	X	X	At least 70% of students receive 70% on final exams.
ETS Major Field Test in Business				X			All Business Studies graduates average mean Marketing score is at or above the national average mean score.
Homework and/or Quizzes		X	X	X	X	X	At least 70% of students accurately complete homework at 90% ratings on or above. 80% of students receive passing quiz grades of 65% or better.
General Education Portfolio				X			At least 75% of student receive a “meets criteria” rating or above in all categories for which course artifacts were submitted

C. Course Specific Assessment Report

Course Selected for Review:

MKT 205 Fundamentals of Marketing

Program:
AAS in Marketing
Date Being Reviewed:
2018 - 2019

Instructor:
Jeff Finch
Program Director:
Jeff Finch

Course Specific Student Learning Outcomes		Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
C1	Define marketing in the context of individual businesses	Exam #1 Results Final Exam Results	At least 70% of student obtain passing grade on exam.	76% of students received a passing grade on Test 1 and 87% on the Final Exam	No Action Needed
C2	Define and explain the marketing concept	Exam #1 Results Final Exam Result	At least 70% of student obtain passing grade on exams.	76% of students received a passing grade on Test 1 and 87% on the Final Exam	No Action Needed
C3	Differentiate between mass market and target market and explain market segmentation	Exam #1 Results Final Exam Results	<ul style="list-style-type: none"> At least 70% of student obtain passing grade on exams. 	76% of students received a passing grade on Test 1 and 87% on the Final Exam	No Action Needed
C4	Name and explain the components of the marketing mix and cite examples of each	Exam #1, #2,#3 Results Final Exam Results Multiple Homework	<ul style="list-style-type: none"> At least 70% of student obtain passing grade on exams. At least 80% of students accurately complete homework 70% ratings on or above. 	76% of students received a passing grade on Test 1, 50% on Test 2, 30% on test 33 and 87% on the Final Exam 81% scored 70% or higher on the homework assignments	50% on Test 2 is an outlier of data; Test 3 involves significant math & students are struggling. Need to add more math problems in homework

C. Course Specific Assessment Report

Course Selected for Review:

MKT 205 Fundamentals of Marketing

Program:

AAS in Marketing

Date Being Reviewed:

2018 - 2019

Instructor:

Jeff Finch

Program Director:

Jeff Finch

Course Specific Student Learning Outcomes		Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
C5	Cite marketing environment factors that impact marketing planning	Exam #1 Results Final Exam Results Project Results	<ul style="list-style-type: none"> At least 70% of student obtain passing grade on exams At least 80% of students receive passing grades on projects according to grading rubric. 	<p>76% of students received a passing grade on Test 1 and 87% on the Final Exam</p> <p>86% successfully passed the Project</p>	No Action Needed
C6	Note differences between consumer behavior and business and organizational customer behavior.	Exam #2 Results Final Exam Project	<ul style="list-style-type: none"> At least 70% of student obtain passing grade on exams. At least 80% of students receive passing grades on the project according to grading rubric. 	<p>50% of Students obtained a passing grade on test 2, while 87 % passed the final exam</p> <p>86% successfully passed the Project</p>	Must spend more time and explanation of <u>Consumer Behavior</u> and its effect on the overall Marketing plan
C7	Define marketing research and explain the need for information in marketing planning	Exam #3 Results Final Exam Results Project	<ul style="list-style-type: none"> At least 70% of student obtain passing grade on exams. At least 80% of students receive passing grades on projects according to grading rubric 	<p>30% of students received a passing grade on Test 3 and 87% on the Final Exam</p> <p>86% successfully passed the Project</p>	Test 3 involves significant math & students are struggling. Need to add more math problems in homework