

PROGRAM REVIEW – CURRICULUM PACKET

2018-2019

MARKETING

This report includes course student learning outcome (cSLO) assessment summaries from 2015-16 to 2017-18.

Table 1. Course offerings per academic year from 2015-16 to 2018-19

Table 2. Course assessment status between 2015-16 and 2017-18

Table 3. cSLOs that were not assessed between 2015-16 and 2017-18

Table 4. cSLOs assessed and corresponding Data Evaluation

Table 5. cSLOs assessed and corresponding Data Planning

COURSE OFFERINGS

Table 1. Course offerings per academic year from 2015-16 to 2018-19

Course Name	2015-2016	2016-2017	2017-2018	2018-2019
MKTG G100	x	x	x	x
MKTG G135	x	x	x	x
MKTG G140	x	x	x	x
MKTG G157		x	x	x
MKTG G167			x	x

COURSE ASSESSMENT STATUS

Fully Assessed



Partially Assessed



No Assessment



Table 2. Course Assessment Status between 2015-16 and 2017-18

*No enrollment data between 2013-14 and 2018-19

Course Name	Total cSLOs	No. cSLOs Assessed	Assessment Status	Last Term Offered
MKTG G100	10	2 out of 10	Partially Assessed	↔ Spring 2019
MKTG G135	3	2 out of 3	Partially Assessed	↔ Spring 2019
MKTG G140	5	4 out of 5	Partially Assessed	↔ Spring 2019
MKTG G157	3	0 out of 3	No Assessment	↓ Spring 2019
MKTG G167	4	0 out of 4	No Assessment	↓ Spring 2019

Table 3. cSLOs that were not assessed between 2015-16 and 2017-18

Course Name	cSLO Name	cSLO to Assessed
MKTG G100	cSLO 1	Differentiate between consumer markets and industrial markets and analyze these differences as they relate to market location, buying motives and marketing strategy.
MKTG G100	cSLO 10	Apply the concepts of marketing into today's global economy.
MKTG G100	cSLO 2	Compare the relationship between place and time utility and translate its significance to different products and manufacturers
MKTG G100	cSLO 3	Analyze the effective use of major forms of promotion: personal selling, publicity, display, sales promotion, advertising, and direct mail.
MKTG G100	cSLO 4	Evaluate the subjects of price determination, price policy, price theory and pricing terms.
MKTG G100	cSLO 5	Define the elements that make up the marketing environment, explain how they apply to practical applications and examples, and how they relate to a social responsibility to society.
MKTG G100	cSLO 6	Explain how marketers identify consumer needs and supply products and services to satisfy those needs.
MKTG G100	cSLO 8	Differentiate various strategies, including distribution strategy, promotional strategy and pricing strategy.
MKTG G135	cSLO 3	Explain retail price theory and the various options and pricing techniques.

Course Name	cSLO Name	cSLO to Assessed
MKTG G140	cSLO 2	Explain different methods for internet marketing including web marketing, online advertising, search engines, e-mail marketing, and social media.
MKTG G157	cSLO 1	Describe market research principles and practices to develop a go-to-market strategy for any product or service.
MKTG G157	cSLO 2	Distinguish major risks that must be addressed to effectively sell a product or service.
MKTG G157	cSLO 3	Develop a cost-effective marketing plan.
MKTG G167	cSLO 1	Describe the advantages and disadvantages of various marketing strategies used for small business.
MKTG G167	cSLO 2	Identify social media methods and trends used for small business marketing.
MKTG G167	cSLO 3	Develop a small-business marketing plan including a social media strategy.
MKTG G167	cSLO 4	Launch a social media marketing campaign using tools/platforms such as Facebook, Instagram, Twitter, and/or WordPress.

DATA EVALUATION

Table 4. cSLOs assessed and corresponding Data Evaluation.

*Denotes historical cSLOs.

Course Name	cSLO	Semester Assessed	cSLO Data Evaluation
MKTG G100	cSLO 7	Spring 2016	In the final project, students are required by the grading rubric, to develop a marketing plan for a product or service. Twenty percent of the overall grade of this assignment is contingent on having a marketing mix (product, price, place, promotions) section in the plan. Students are highly encouraged to use and cite examples from the text, while developing this section.
MKTG G100	cSLO 9	Spring 2018	We had in class discussions using current events, and lecture discussions. Students were asked to provide examples of how marketing principles relate to international marketing. By using the 10K reports from the public companies there were assigned, and working in groups, they were required to answer questions as a group, on this SLO.
MKTG G135	cSLO 1	Spring 2018	Students were asked to provide examples of each in a weekly discussion from that chapter, and to demonstrate their knowledge of this by completing a Comprehensive Case, at the end of the textbook. Not all students participated in each of these assessments, but of the ones who did (60-70% of the class), demonstrated an understanding of the concepts, and were able to apply them.
MKTG G135	cSLO 2	Spring 2016	Based on the grading rubric for the final project, students were required to apply this concept. In homework assignments, and a Comprehensive Case, they would also demonstrate their understanding of this concept.
MKTG G140	cSLO 1	Spring 2016	The results of the assessments related to SLO 1 were acceptable.
MKTG G140	cSLO 3	Fall 2016	This is an on-line class so the students have to really demonstrate an understanding in weekly course work. There was one student whose English language skills were not strong enough to be in class thus he did not grasp the SLO. All other students showed a strong aptitude for the SLO.
MKTG G140	cSLO 4	Spring 2017	The majority of students completed the web site project using different platforms (WordPress, WIX, Google) to meet the objectives.
MKTG G140	cSLO 5	Fall 2015	The results of the assessments related to SLO 5 were acceptable.

DATA PLANNING

Table 5. cSLOs assessed and corresponding Data Planning.

*Denotes historical cSLOs.

Course Name	cSLO	Semester Assessed	cSLO Data Planning
MKTG G100	cSLO 7	Spring 2016	I will continue to work more with students during the semester, with in-class exercises, to practice and understand this concept. More hands on activities around this concept, more often during the semester will improve student performance even more.
MKTG G100	cSLO 9	Spring 2018	I am considering giving a short quiz after this exercise, to measure comprehension.
MKTG G135	cSLO 1	Spring 2018	I would like to add a You Tube video as part of the class curriculum for these topics. Especially Merchandising, since there are opportunities for careers in this field.
MKTG G135	cSLO 2	Spring 2016	I will update the weekly online discussions to ask more questions about this. I will also have a few more case assignments from the text, to test their understanding in this area. Another tactic should be to have this spelled out at the beginning of the assignment, and then remind students of this concept as they complete and submit the assignment.
MKTG G140	cSLO 1	Spring 2016	No changes are planned as it relates to SLO 1.
MKTG G140	cSLO 3	Fall 2016	I may give them more analysis work for the website project to build on both a macro and micro understanding of Digital Marketing. I also think the discussion board questions can probe a bit more to encourage more dialogue and understanding.
MKTG G140	cSLO 4	Spring 2017	More emphasis could be placed on content creation based on the quality of the projects turned.
MKTG G140	cSLO 5	Fall 2015	No changes are planned as it relates to SLO 5.