



## BS Marketing Assessment Plan Dashboard

SLO	Description	Met Target?		
		Method 1	Method 2	Method 3
1	Explain the interrelationships of the functional business areas within organizations	Not Met	Not Met	Met
2	Articulate the impact of personal and professional integrity upon organizational decision making in light of Biblical truths	NR	Not Met	n/a
3	Apply critical thinking skills	Met	Met	n/a
4	Model effective oral and written communication skills	Met	Met	n/a
5	See the value and participate in professional development, service and/or multi-cultural activities	Met	Met	n/a
6	Interpret marketing research to position products and services and promote them successfully	n/a	New	Met

Key	
n/a	not applicable, method not used
NR	not reported, no results reported
Exceeded	exceeded the target
Met	target met, no action required
Not Met	target not met
New	new measurement, results not gathered yet
IP	in process, interpretation of results is in work



## BS Marketing Assessment Plan Dashboard Detail

### SLO1 - Explain the interrelationships of the functional business areas within organizations

Method 1	Globus Project Average Score	90% of students score >80%	Not Met
Method 2	Major Field Test Post-test Composite Score	Exceed the national average	Not Met
Method 3	Strategic Audit score in MAN4033	90% of students score >80%	Met

### SLO2 - Articulate the impact of personal and professional integrity upon organizational decision making in light of Biblical truths

Method 1	Pre/Post Faith Integration Papers in MAN2003/MAN4033	Assess results >60% and show value added from pre/post test	NR
Method 2	MAN4013/ACC4013 Business Ethics final paper score	90% of students score >80%	Not Met
Method 3	-----		n/a

### SLO3 - Apply critical thinking skills

Method 1	Strategic Audit score in MAN4033	90% of students score >80%	Met
Method 2	FIN3073 Financial Management Course Project Score	90% of students score >70%	Met
Method 3	-----		n/a

### SLO4 - Model effective oral and written communication skills

Method 1	Globus Presentation Score	90% of students score >80%	Met
Method 2	ABT3073 Business Communication - sum of the writing assignments	90% of students score >70%	Met
Method 3	-----		n/a

<b>SLO5 - See the value and participate in professional development, service and/or multi-cultural activities</b>			
Method 1	Survey of graduating seniors	70% of students will report participation in one of those activities during their undergraduate experience	Met
Method 2	Business Communication Resume	70% of students will show they have participated in one of these activities during their undergraduate experience	Met
Method 3	-----		n/a
<b>SLO6 - Interpret marketing research to position products and services and promote them successfully</b>			
Method 1	Major Field Test post-test Marketing sub-score. NOTE: MFT sub-score is reported only at the department level, and includes other non-marketing majors. This measure will be removed.	Exceed National Average	n/a
Method 2	MAR4063 Marketing Research Project Grade	90% of students score >80%	New
Method 3	MAR4073 Marketing Strategy Project Grade	90% of students score >80%	Met