



BS Marketing Assessment Plan Dashboard - 2019-20

SLO	Description	Met Target?		
		Method 1	Method 2	Method 3
1	Explain the interrelationships of the functional business areas within organizations	Met	Met	Met
2	Articulate the impact of personal and professional integrity upon organizational decision making in light of Biblical truths	Met	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	NR	Not Met	N/A
6	Interpret marketing research to position products and services and promote them successfully	Met	Not Met	N/A

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 2019-20

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

Method 1	Globus Project average score	90% of students score >80%	Met
Method 2	Major Field Test post-test composite score	Exceed the national average	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	Met
Method 2	MAN4013/ACC4013 Business Ethics final case study 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	Business Communications average presentation scores	90% of students score >80%	Met
Method 2	ABT3073 Business Communication - average of editing assignment scores	90% of students score >70%	Met
Method 3	-----		n/a

SLO5 - See the value and participate in professional development, service and/or multi-cultural activities

Method 1 Survey of graduating seniors	70% of students will report participation in one of those activities during their undergraduate experience	NR
Method 2 Business Communication resume	70% of students will show they have participated in one of these activities during their undergraduate experience	Not Met
Method 3 -----		n/a

SLO6 - Interpret marketing research to position products and services and promote them successfully

Method 1 MAR4063 Marketing Research project grade	90% of students score >80%	Met
Method 2 MAR4073 Marketing Research Project Grade	90% of students score >80%	Not Met
Method 3 -----		N/A