

Date: November 2023

Program Name: U-MAR-BSBA01 Comprehensive Marketing

CIP Code: 52.1401

Department: Commerce

		Year 1	Year 2	Year 3	Year 4	Year 5
Domain	Program-Level Student Learning Outcome (From ALC or ALP)	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Correctly use terminology and concepts in the major areas of business: Information Technology, Management, Accounting, Marketing, Economics, Finance		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment	
Content	Create, develop, and evaluate theory-driven, data-based, and ethical marketing strategy appropriate for a given environment	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Communication	Create and deliver effective oral presentations			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment
Communication	Develop effective written presentations		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment	
Communication	Contribute effectively to group discussions	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Critical Thinking	Identify and analyze key elements that comprise business problems/opportunities		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment	
Critical Thinking	Select and apply appropriate discipline frameworks to address business problems/opportunities		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment	
Critical Thinking	Select and apply appropriate problem solving techniques to address business problem			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment
Critical Thinking	Integrate knowledge across business disciplines to formulate defensible strategic business decisions			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment
Integrity / Values	Recognize legal and ethical problems that occur in business contexts	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Integrity / Values	Select and defend an appropriate ethical and legal course of action	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		

Assessment Activity (Examples)

Gather baseline data

(Revise rubric; gather data)

Implement actions for improvement
Follow-up assessment (impact data)

Methods of Assessment

Direct Measures:	Indirect Measures:	External Direct Measures:
Exam questions	Focus group	Supervisor/Employer feedback
Student paper (rubric)	Exit interview	External Professional Exam
Presentation (rubric)	Alumni survey	

Revised August 2022

****Be sure to update the years in C3, D3, E3, F3, G3**