

## Marketing (MA)

Competency	Standard 4.1 Process	Standard 4.3 Results	Standard 4.4 Improvements and Changes	Standard 4.2 Results												
<b>PLO 1:</b> Students will be able to explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing.																
<b>Goal:</b> At least 80% of students will achieve “Medium” or “High” results on the assessment examination	Marketing Plan, MRKT 6000 exams & case analyses	Results have tapered off some but are still good..	We will need to identify ways to ensure reinforcement of concepts throughout the program.	<div data-bbox="1394 354 1818 391" data-label="Caption"> <p><b>MA Marketing: PLO 1</b></p> </div> <table border="1"> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>F2 14</td> <td>100%</td> </tr> <tr> <td>S1 15</td> <td>100%</td> </tr> <tr> <td>SU 15</td> <td>100%</td> </tr> <tr> <td>F2 15</td> <td>100%</td> </tr> <tr> <td>S2 16</td> <td>92%</td> </tr> </tbody> </table>	Term	Percentage	F2 14	100%	S1 15	100%	SU 15	100%	F2 15	100%	S2 16	92%
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<b>PLO 2:</b> Students will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing when analyzing complex marketing situations.																
<b>Goal:</b> At least 80% of students will achieve “Medium” or “High” results on the assessment examination	Marketing Plan	These results are just under 80% goal level established and indicate a significant degrees from the past two academic years.	Hopefully this is an anomaly however, we will monitor to see if in fact it is a trend. Even so, we will continue to provide resources to faculty that teach in the program to provide more effective approaches to applied learning.	<div data-bbox="1394 1000 1818 1037" data-label="Caption"> <p><b>MA Marketing: PLO 2</b></p> </div> <table border="1"> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>F2 14</td> <td>100%</td> </tr> <tr> <td>S1 15</td> <td>100%</td> </tr> <tr> <td>SU 15</td> <td>100%</td> </tr> <tr> <td>F2 15</td> <td>100%</td> </tr> <tr> <td>S2 16</td> <td>79%</td> </tr> </tbody> </table>	Term	Percentage	F2 14	100%	S1 15	100%	SU 15	100%	F2 15	100%	S2 16	79%
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<p><b>PLO 3:</b> Students will be able to effectively integrate (or synthesize) important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing as demonstrated through the successful development of a marketing plan.</p>																
<p><b>Goal:</b> At least 80% of students will achieve “Medium” or “High” results on the assessment examination</p>	<p>Marketing Plan</p>	<p>While results are good, there is a reduction compared to the previous four terms.</p>	<p>Hopefully this is an anomaly however, we will monitor to see if in fact it is a trend.</p>	<p style="text-align: center;"><b>MA Marketing: PLO 3</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Term</th> <th>Results (%)</th> </tr> </thead> <tbody> <tr> <td>F2 14</td> <td>100%</td> </tr> <tr> <td>S1 15</td> <td>100%</td> </tr> <tr> <td>SU 15</td> <td>100%</td> </tr> <tr> <td>F2 15</td> <td>100%</td> </tr> <tr> <td>S2 16</td> <td>93%</td> </tr> </tbody> </table>	Term	Results (%)	F2 14	100%	S1 15	100%	SU 15	100%	F2 15	100%	S2 16	93%
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