



Assessment Plan for Student Program Outcomes

Business Administration: Marketing

For Academic Year 2026/2027

Purpose of the Assessment Plan

This plan describes how student learning outcomes for the Associate of Science in Business Administration: Marketing program are assessed across the two-year curriculum. The plan supports continuous improvement.

Program-Level Student Learning Outcomes

Upon completion of the Business Administration: Marketing program, graduates will be able to:

1. Apply principles of marketing management to problem-solving activities within corporate and small business scenarios.
2. Research, analyze, develop, and execute a theoretical marketing plan.
3. Apply sales, promotions, merchandising, selling, and consumer behavior models to domestic and international business scenarios.
4. Explain opportunities and effects of integrated promotional efforts.
5. Explain the importance of relationship marketing.
6. Work cooperatively with team members to solve business problem scenarios.
7. Use inductive and deductive logic in team settings to understand, solve, and present business problem solutions.
8. Work with limited resources of time, money, and human capital in developing effective marketing strategies.
9. Apply ethical and socially responsible decision-making in marketing contexts.

Assessment Philosophy

Assessment is systematic, outcomes-based, and embedded within required coursework. Both formative and summative assessments are used to evaluate student achievement and guide program-level improvement.

Curriculum-Embedded Assessment Across the Two-Year Program

Year 1 – Foundational Assessment:

Introductory marketing and business courses assess foundational marketing concepts, teamwork, communication, ethical awareness, and analytical reasoning.

Year 2 – Mastery Assessment:

Advanced marketing courses and the capstone experience assess application, integration, and synthesis of marketing knowledge and professional skills.

Assessment Methods

Direct Measures include:

- Embedded exam questions aligned to specific outcomes
- Case study analysis evaluated with common rubrics
- Team-based projects and professional presentations
- Comprehensive marketing plan and capstone project

Indirect Measures include:

- Course evaluations and graduate exit surveys
- Advisory board and employer feedback
- Transfer and employment outcome data

Assessment Timeline

Semester 1–2: Foundational assessment of Outcomes will be done in the following courses:

- BUS101: Introduction to Business
- BUS104: Principles of Marketing

Direct Assessment Measures to be used:

- Embedded exam questions aligned to specific outcomes
- Case study analysis evaluated with common rubrics

Semester 3: Advanced assessment of Outcomes will be done in the following courses:

- BUS207: Sales
- BUS206: Consumer Behavior
- BUS215: Integrated Marketing Communications

Direct Assessment Measures to be used:

- Marketing case studies evaluated with common rubrics
- Team-based projects and professional presentations

Semester 4: Capstone-level assessment will be done in the following course:

- BUS210: Marketing Strategies

Direct Assessment Measures to be used:

- Comprehensive marketing plan and capstone project

Performance Benchmarks

The program benchmark is that at least 70% of students meet or exceed expectations for each program-level outcome. Results below benchmark trigger faculty review and documented action planning.

Use of Results for Continuous Improvement

Faculty review assessment data annually to identify strengths, gaps, and trends. Results are used to revise curriculum, adjust instructional strategies, refine assignments, and improve student learning outcomes.

Roles and Responsibilities

Faculty collect and submit assessment data. The program coordinator compiles results and facilitates annual review discussions. Advisory board members provide external feedback on outcome relevance and workforce alignment.