

## Departmental/Program Assessment Report Form 2019-20

Assessment reports will be completed through Qualtrics to make it easier to share and compile data across campus. The reporting questions are similar to the questions used in the past, but with some additional detail requested in some areas to help us in collecting and analyzing college and institution-wide data on assessment practices. Your assessment reports will be maintained on file electronically on a password secure site (SharePoint). Other individuals on campus will have access to your reports.

Please complete one Assessment Report per learning outcome that you are reporting on.

Please identify your department or program and the name of your assessment liaison:

Department/Program: **Business/Marketing-MKT 350-Marketing Principles Fall 2016**  
Assessment Liaison: **Knight**

1. What learning outcome did you assess for this report? (Reminder - If you assessed multiple learning outcomes this academic year, you should complete a separate report for each outcome.) **Program-Level Competency: PLLG5-Students will be able to articulate important diversity issues --- including, but not limited to, race, ethnicity, culture, gender, age, socio-economic status and political/religious/sexual orientation in business management**

2. Which of the institution-wide shared learning goals does this outcome connect to?

- Communication (1)
- **Reasoned Judgment (2)**
- **Social and Personal Responsibility (3)**
- Other (4)

3. Is this the first/initial assessment of the selected learning outcome? (select one):

- Yes
- **No**

If you answered yes, please skip Question 4 and move to Question 5. If you answered no, please move to question 4.

4. Which of the following best describes this assessment report (select one):

- Follow-up assessment related to curricular changes (closing-the-loop).
- Follow-up assessment to address issues with the previous assessment process (e.g. collect more data, redesigned the assessment tool, etc.).
- **Routine assessment of the outcome.**

5. What assessment tool(s) or method(s) did you utilize? (Check all that apply)

- Survey (1)
- Standardized exam (2)
- Exam from a course or courses (3)
- **Assignment from a course or courses (4)**
- Student portfolios (5)
- **Direct observation of student work or performance (6)**
- Other (7) \_\_\_\_\_

6. What type of measurement did you utilize?

- Direct (asking students to demonstrate their learning) (1)
- Indirect (asking students to self-report their perceived level of learning) (2)
- A combination of the above (3)

7. What delivery mode did you use to collect your data? (Check all that apply)

- **Face to face course(s) (1)**
- Online course(s) (2)
- Hybrid course(s) (3)
- Flex Option (Competency Based) course(s) (4)
- Not tied to a course (5)
- Other: Please Specify: \_\_\_\_\_

8. What was the approximate sample size of this assessment (i.e. number of students assessed)? **20**

9. Beyond the general details provided above, what student work was collected and how was it evaluated? The purpose of this question is to allow you to elaborate on the previous questions, and present the scope of the assessment and its relationship to student attainment of the specified learning outcome. Please reference the curriculum map, if used.

From the course syllabus

### ***Program Level Learning Goals (2.5%)***

As part of its quality improvement effort to maintain AACSB accreditation, the Department of Business has established six key learning goals, and they are to be assessed in specific classes. The program level learning goal to be assessed in MKT 350 is this: *Students will be able to articulate important diversity issues --- including, but not limited to, race, ethnicity, culture, gender, age, socio-economic status and political/religious/sexual orientation --- in business management.* During the course of the semester, you will find a single assignment that will be used for this assessment.

**Students were evaluated on the following assignment**

Write a memo (maximum of one page...) and submit to the Dropbox, that will make recommendations to Roundy's for a new Pick 'n Save grocery store located in a predominantly Hispanic area as to how they could best serve their customers.

10. What were the results of this assessment? Please attach any supporting documents that you feel would be useful to the reviewers.

Assessment Rubric and Results: (**NUMBER OF STUDENTS MEETING EACH STANDARD**)  
N=20

	Exemplary	Satisfactory	Unsatisfactory
Awareness of Diversity Issues	Demonstrates an high level of awareness, understanding, and appreciation of the of the fundamental issues related to diversity 6	Demonstrates a growing and developing level of awareness, understanding, and appreciation of the fundamental issues related to diversity 10	Fails to demonstrate a basic level of awareness, understanding, and appreciation of the fundamental issues related to diversity. 4
Analysis of Diversity Issues	Student provides a thorough analysis of relevant diversity issues in the context of the business problems. 5	Student provides an analysis of some of the relevant diversity issues in the context of the business problems. 11	Student does not provide an analysis of the diversity issues in the context of the business problems. 4
Embedding Diversity in Business Solutions	Student discusses and integrates relevant diversity issues into the business solution. 3	Student discusses and integrates some of the relevant diversity issues into the business solution. 13	Student does not demonstrate an integration of diversity issues into the business solution. 4

### **Analysis and correct of action to close the loop**

**Responses generally showed only a superficial or stereotypical understanding of the Hispanic market and culture**

**Corrective action- More focused assignment in future i.e. find 2 examples each of 1) promotions in any media that are offensive to Hispanic consumers through stereotyping**

**or insensitivity 2) promotions in any media that would resonate with Hispanic consumers through avoiding stereotyping or inauthenticity**