

Assurance of Student Learning Report 2023-2024

Gordon Ford College of Business

Marketing

Replace this with the program director and/or assessment coordinator

Is this an online program? X ☐ Yes ☐ No

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1: Students will be able to apply key marketing concepts to complete a corporate profile.

Instrument 1	Corporate profile paper
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 1.

☐ Met

☐ Not Met

Student Learning Outcome 2: Student will be able to apply the steps in the selling process to real world concepts

Instrument 1	Written Sales plan
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 2.

☐ Met

☐ Not Met

Student Learning Outcome 3: Students will conduct marketing research using a marketing research plan

Instrument 1	Marketing research plan
Instrument 2	
Instrument 3	

Based on your results, check whether the program met the goal Student Learning Outcome 3.

☐ Met

☐ Not Met

Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

Student Learning Outcome 1

Student Learning Outcome	Students will be able to apply key marketing concepts to complete a corporate profile		
Measurement Instrument 1	Written Company profile paper assessing a marketing assessment of a corporation		
Criteria for Student Success	<i>Students will receive a score of "Acceptable" or better on each rubric measure.</i>		
Program Success Target for this Measurement		Percent of Program Achieving Target	80% of program completers will meet the standard.
Methods	Students will conduct a written company profile. We will sample 25% of submitted papers.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this		Percent of Program	

Measurement			Achieving Target	
Methods				
Based on your results, highlight whether the program met the goal Student Learning Outcome 1.			<input type="checkbox"/> Met	<input type="checkbox"/> Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)				
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)				
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)				

Student Learning Outcome 2			
Student Learning Outcome	Student will be able to apply the steps in the selling process to real world concepts		
Measurement Instrument 1	Written sales plan will include the topics of the product, target markets, prospects, approach, rapport, selling techniques, closing and follow up.		
Criteria for Student Success	Students will receive a score of "Acceptable" or better on each rubric measure.		
Program Success Target for this Measurement		Percent of Program Achieving Target	80% of program completers will meet the standard.
Methods	Students will provide a written sales plan. We will sample 25% of completers.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			

Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		<input type="checkbox"/> Met	<input type="checkbox"/> Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			
Spring 2025			

Student Learning Outcome 3			
Student Learning Outcome	Students will conduct marketing research using a marketing research plan		
Measurement Instrument 1	Written marketing research plan the will include instrument development, data collection, data analysis and interpretation.		
Criteria for Student Success	<i>Students will receive a score of “Competent” or better on each rubric measure.</i>		
Program Success Target for this Measurement		Percent of Program Achieving Target	80% of program completers will meet the standard.

Methods	Students will write a marketing plan. We will sample 25% of completers		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		<input type="checkbox"/> Met	<input type="checkbox"/> Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			

*** Please include Curriculum Map (below/next page) as part of this document

CURRICULUM MAP TEMPLATE

Program name:	Marketing and Sales Certificate
Department:	Marketing
College:	Gordon Ford College of Business
Contact person:	Lukas Forbes
Email:	Lukas.Forbes@wku.edu

KEY:

I = Introduced

R = Reinforced/Developed

M = Mastered

A = Assessed

			Learning Outcomes		
			LO1:	LO2:	LO3:
			Students will be able to apply key marketing concepts to complete a corporate profile.	Student will be able to apply the steps in the selling process to real world concepts	Students will conduct marketing research using a research plan
Course Subject	Number	Course Title			
BA	517	Advanced Marketing	I		
BA	518	Contemporary Issues in Sales		I	
BA	521	Market Research and Consumer Insights			I
BA	522	Digital Marketing Strategies	R	R	R
BA	596	Portfolio Course	M	M	M