

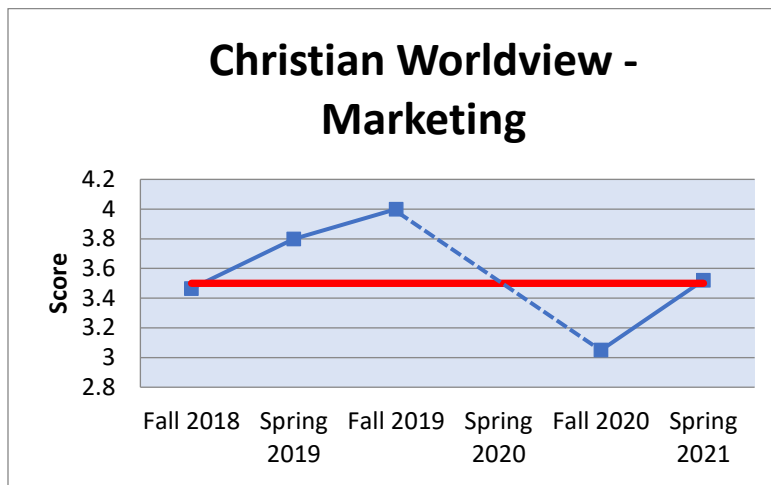
Oral Roberts University College of Business
Marketing Program Assessment Outcome Report
2018-2021

COB Shared Outcome #1 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate a Christian Worldview	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	14	3.464
Spring 2019	19	3.8
Fall 2019	14	4.0
Spring 2020	10	No data available
Fall 2020	11	3.05
Spring 2021	13	3.521



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was not met – implement more Christian worldview and biblical support assignments.

[8/19/21] Goal was met

Actions Taken:

[8/5/20]: None available.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21]: None needed; topic introduced here and scores showing improvement (and meeting goal).

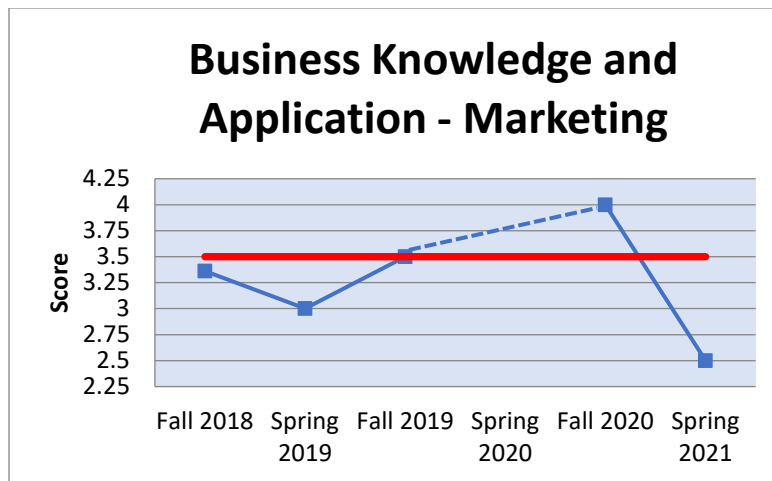
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #2 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (LMGT 431)	Completion of the Major Field Test (MGT 431).	Overall Score in the 75 th percentile; Mean of 3.5 or higher in marketing

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	11	3.361
Spring 2019	8	4.0
Fall 2019	12	3.5
Spring 2020	13	No data available
Fall 2020	3	4.0
Spring 2021	6	3.0



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

See MFT Report for Overall Score conclusions.

Discipline-specific comments below:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was met.

[8/19/21]: Goal was not met; BUT, some discrepancies are in the numbers – only 3 in fall 2020 and 6 spring 2021 and that does not add up to the numbers of those graduating. Data seems incomplete.

Actions Taken:

See MFT Report for Overall Score actions taken.

Discipline-specific actions taken below:

[8/5/20]: None available.

[1/6/21]: No actions taken since goal was met.

[8/19/21]: More information needed on the number of students of completed MFT because a total of 9 for the major for the year seems a little suspect – test information suggests 8 marketing majors took it but the data says 3. Data needs to be reconciled.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

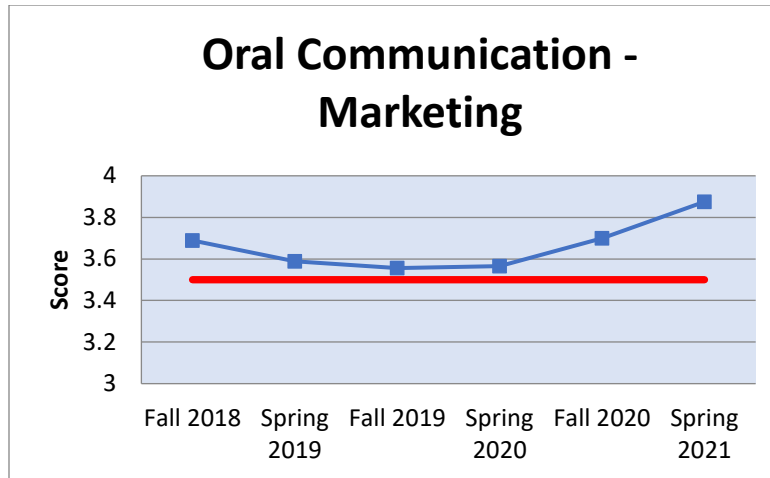
COB Shared Outcome #3 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Develop the necessary knowledge and skills of successful communication in the business field through oral presentations (MGT 341).	Completion of oral presentation of a research project (MGT 341).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (MGT 431).	Completion of oral presentation of strategic recommendations (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	19	3.688
Spring 2019	23	3.588
Fall 2019	21	3.556
Spring 2020	23	3.565
Fall 2020	12	3.7
Spring 2021	15	3.875

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was met.

Actions Taken:

[8/5/20]: No actions taken since goal was met.

[1/6/21]: No actions taken since goal was met.

[8/19/21]: No actions taken since goal was met.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

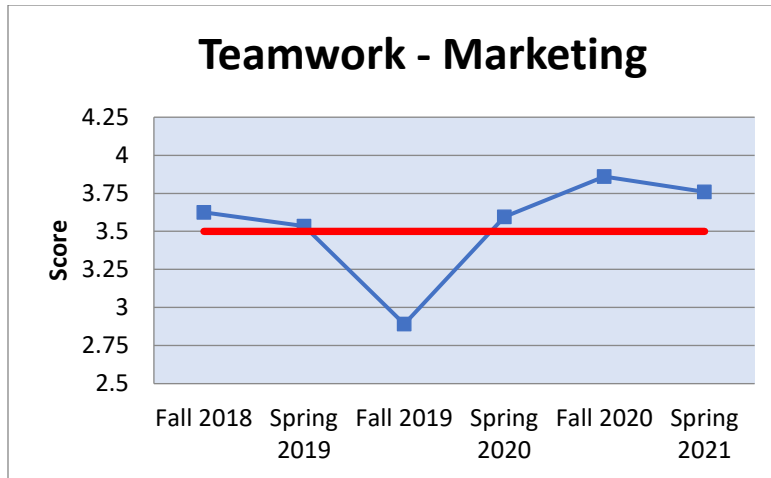
COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	20	3.625
Spring 2019	18	3.535
Fall 2019	24	2.891
Spring 2020	22	3.596
Fall 2020	8	3.86
Spring 2021	18	3.76

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was met.

Actions Taken:

[8/5/20]: No actions taken since goal was met.

[1/6/21]: No actions taken since goal was met.

[8/19/21]: No actions taken since goal was met.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).	Completion of a written business letter (MGT 341).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	17	3.196
Spring 2019	25	3.358
Fall 2019	21	3.271
Spring 2020	19	2.995
Fall 2020	14	3.25
Spring 2021	21	3.667



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met - require APA standards and Grammarly (90% or higher) for all written assignments in all courses.

[1/6/21]: Mean goal was not met - require APA standards and Grammarly (90% or higher) for all written assignments in all courses.

[8/19/21]: Goal has been met and shows great improvement over past semester (from a 2.995 to 3.667) – yay Senior paper!

Actions Taken:

[8/5/20]: Implement above actions for improvements concluded from the data.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21]: None needed as goal as been met and shows continuous improvement

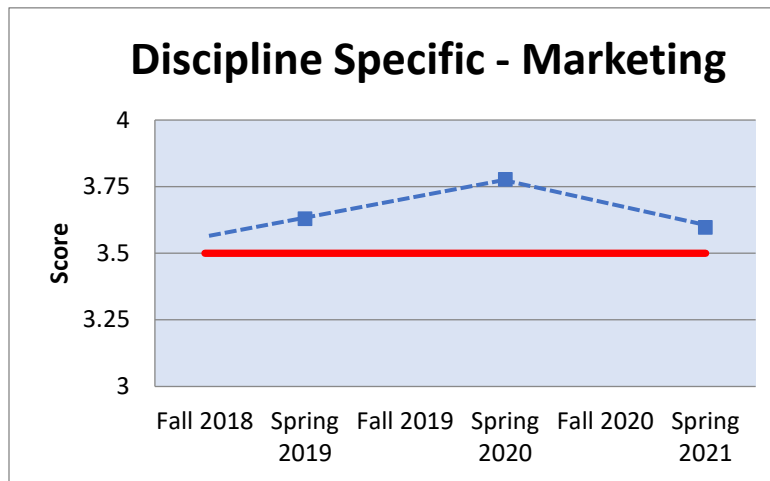
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COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply various marketing tools to complete a comprehensive marketing plan.	Apply marketing concepts in an integrated approach for strategic marketing.	Demonstrate a comprehensive integration of marketing knowledge through a case analysis and the practical application of the various marketing tools (MKT 455).	Completion of a situation analysis, STP strategy, and a 4P tactical marketing program (MKT 455).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	0	No data available
Spring 2019	18	3.63
Fall 2019	0	No data available
Spring 2020	16	3.778
Fall 2020	0	No data available
Spring 2021	27	3.597



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: No data was available for this assessment period.

[8/19/21]: mean goal was met; mean has maintained above goal, even with greater class size

Actions Taken:

[8/5/20]: No actions taken since goal was met.

[1/6/21]: None available.

[8/19/21]: No actions needed

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.