

Program: Bachelor of Science in Business Administration (BSBA)

Performance Indicator		Definition			
CPC: Marketing		Learning Outcome: Explain the importance of ethical marketing decisions. Competency: Students will demonstrate proficiency in the basic functions of marketing.			
Analysis of Results					
Performance Measure	Measurement Instrument	Current Results	What did you learn from the results?	Action Taken	Trend Chart
Students should achieve an average score of 70% or higher. This indicator also apply to the assessment of courses taken by marketing major students (MERC 4065 & MERC 4230).	There are three measurement instruments for the Principles of Marketing (MERC 3115) course: A course embedded exercise with rubric, the results of the COMP XM (A business simulation that assess student's business acumen- including their marketing decision skills (External/Summative/Formative). The third measurement instrument (Internal/External/Summative/Comparative) is the result of the SIT test (a comprehensive exam that assess student's business acumen on all business disciplines). For MERC 4065 and MERC 4230 the measurement instrument, in both cases, are course embedded exercises.	The results for the three measurement instruments were rather inconsistent. In the first case, students consistently performed above the performance indicator. However the results were influenced by outlier results attributed to the way in which the course embedded exercise was evaluated by the different professors teaching the course. The results from the COMP XM are the more stable and consistent with the student's performance. This instrument is being used by hundreds of business administration colleges around the world and the consistency of results validated by ACBSP and AACSB accreditation institutions. In this regard the results show that for the most part students attained the performance indicator, but most importantly, their score were far more superior than the national average of students taking the COMP XM. The third measurement instrument (the SIT) examination is taken by graduation candidates (students are defined as having approved 71 credits or more at the time they seat for the SIT exam). Even though that CBA students attained the performance indicator in the majority of occasions, the results lack of generalizability due to the low participation rate of students. Student participation in the SIT examination is voluntary. On Fall 2019, the SIT examination was substituted with the MFT (Major Field Test). The first MFT examination was scheduled for Spring 2020 but canceled due to the COVID-19 Pandemic. It is was offered for the first time on Spring 2021. Once again, social distancing due to the Pandemic produced a low participation rate. Regarding the marketing major courses (MERC 4065 & MERC 4230) assessment results show that students are attaining the performance indicator, although MERC 4230 has been assessed in 2 occasions.	The learning objective must be changed as it does not reflect what a student taking an introductory marketing course should know. It goes hand-to-hand with the competency "Students will apply marketing skills to make marketing decisions". Consistency in the application of measurement instrument is also key to obtaining meaningful results. Professors assessing the course must implement the course embedded exercise without deviations or variations in its implementation. The COMP XM is perhaps on of the most effective instruments to assess the learning objective because it is in tune with the competency and the worldwide recognition of the consistency of the results. In regards to the SIT examination, the lack of participation hinders its value as assessment mechanism. Finally, assessment results related to the marketing major courses are not sufficient enough to show a definite trend even though the available data shows that students are attaining the performance indicator parameter.	The proposed learning objective for the new assessment cycle is "Explain how to develop a target market and apply a customer-driven marketing mix". There is no need to develop a new embedded exercise because as result of the new assessment cycle, the learning objective will be assessed with the COMP-XM and the Major Field Test (MFT). The MFT is offered every Spring semester. COMP XM results will be obtained from the students taking the Strategic Management course every Spring semester. Regarding the MFT, class discussions will be aligned to the topics assessed in this examination. All marketing professors will be asked to highlight on the syllabus of the different marketing course the topics assessed in the MFT. Instructors will be urged to make short video recordings reviewing these topics and or look for available recordings on the Internet. Video material will be sent to the Assessment & Accreditation Office who will be developing a video repository of the different business administration disciplines. Finally, the Competency will stay without change as well as the Performance Indicator.	

For All Business Students:

It is imperative that all business students understand the integrative nature of the marketing curriculum. Marketing is the binding element of other business administration disciplines as it strengthens the firm's value delivery chain. Marketing is about communicating with the customer and deliver the bundle of benefits promised to them by the firm. In doing so, all business students must implement their marketing skills to assist top management in its decision-making process.