UAA Academic Affairs
UNIVERSITY of ALASKA ANCHORAGE

**BIENNIAL PROGRAM STUDENT LEARNING OUTCOMES ASSESSMENT REPORT FORM –
ASSESSMENT COMPLETED IN AY2023-2024 (Due to the dean on November 15)**

Submission date: 1/15/2025

Assessment Plan covered in this report: Marketing BBA

College: College of Business and Public Policy

Campuses where the program(s) is delivered: ☒Anchorage ☐KOD ☐KPC ☐MSC ☐PWSC

Submitted by: Yong Cao, Professor of Marketing, ycao@alaska.edu

1. **Please list and number the Program Student Learning Outcomes your program assessed in the past academic year. For each outcome, indicate one of the following: Exceeded faculty expectations, Met faculty expectations, or Did not meet faculty expectations.**

   Goal 1: Students will have baccalaureate content knowledge of his/her major discipline: Objective
   • MKTG 1.1 – Demonstrate the knowledge and skills to analyze markets and data to understand consumers, media, and competitors to make effective marketing decisions. Met faculty expectations
   • MKTG 1.2 – Explain marketing concepts and channels that drive, design, develop, and deliver integrated marketing communication. Met faculty expectations
   • MKTG 1.3 – Understand the strategic planning process by translating goals into a comprehensive marketing plan. Met faculty expectations
   • MKTG 1.4 – Identify and use the techniques and methods to define, segment, and target consumers and affect the consumer decision-making process. Met faculty expectations
   Goal 3: Students will have analytical skills; Objective 3.1: Apply analytical skills to solve business problems - Met faculty expectations

2. **Describe what your assessment process was last year for these Program Student Learning Outcomes, including the collection of data, analysis of data, and faculty (and other, e.g., advisory board) conversations around the findings. *(1000 words or less)***

   • In September 2023, faculty whose courses were being assessed completed the AoL Declaration form, where faculty documented their artifacts for the SLO being measured.
   • In January 2024, faculty who taught fall 2023 were contacted to submit artifacts and assessment data using the AoL Submission form.
   • In May 2024, faculty who taught spring 2024 were contacted to submit artifacts and assessment data using the AoL Submission form.
   • In August 2024, reminders were sent to faculty who had not submitted their artifacts and assessment data.

• In September-October 2024, AoL Committee gathered and summarized assessment data gathered from faculty.

• In October 2024, AoL Committee assisted Discipline Leads in completing CBPP Academic Assessment Report.

• In January 2025, AoL Committee is scheduled to share results and recommendations from discipline reports with all faculty.

3. **What are the findings and what do they tell the faculty about student learning in your program?** *(1000 words or less)*

In Obj. MKTG 1.1 97%, MKTG 1.2 93%, MKTG 1.3 97%, and MKTG 1.4 83%, of the students met/exceeded the 75% goal. In general, most of the students either met or exceed expectations.

4. **Based on the findings, did the faculty make any recommendations for changes to improve student achievement of the Program Student Learning Outcomes?** Yes

   i. **Please describe the recommended action(s), what improvements in student learning the program hopes to see, the proposed timeline, and how the program will know if the change(s) has worked. If no recommendations for changes were made, please explain that decision.** *(1000 words or less)*
   We plan to add additional courses for the learning evaluation: BA A383 Marketing Research, BA A480 Marketing Media Analytics, and BA A482 Integrated Marketing Communications. We plan to implement them in the 2025-2026 academic year. It is a better approach to spread the learning objectives across several courses; each has a specific focus that is directly related to the student learning outcome.

5. **In the past academic year, how did your program use the results of previous assessment cycles to make changes intended to improve student achievement of the Program Student Learning Outcomes? Please check all that apply.**

☐ Course curriculum changes
☐ Course prerequisite changes
☒ Changes in teaching methods
☒ Changes in advising
☐ Degree requirement changes
☐ Degree course sequencing
☐ Course enrollment changes (e.g., course capacity, grading structure [pass/fail, A-F])
☐ Changes in program policies/procedures
☐ Changes to Program Student Learning Outcomes (PSLOs)
☐ College-wide initiatives (e.g., High-Impact Practices)
☐ Faculty, staff, student development

☒Other

☐No changes were implemented last year. *(If no options above were selected)*

If you checked "Other" above, please describe. *(100 words or less)*

Student advisor with a special knowledge in marketing has been designated to serve for marketing BBA students. In BA A343, Principles of Marketing, artificial intelligence tools have been introduced in marketing and the students are required to use AI tools to resolve complicated marketing problems. In BA A460, the faculty updated activities to reinforce concepts and applications to ensure that students are meeting the goals. In BA A381, Consumer Behavior class, the case has been updated with a more focus on the connection between marketing theory and marketing practices.

6. **Do you have any information about how well these or other past improvements are working? Are they achieving their intended goals? Please include any data or assessment results that help you demonstrate this.** *(1000 words or less)*

   In BA A343, artificial intelligence tools have been introduced in marketing. The students   are required to use AI tools to resolve complicated marketing problems. The students in the class are not able to deliver high quality research work than before. In BA A460, the faculty updated activities to reinforce concepts and applications to ensure that students are meeting the goals. In BA A381, Consumer Behavior class, the case has been updated with a more focus on the connection between marketing theory and marketing practices.

DEAN SECTION (Due to the program on January 15)

1. **Based on the program's responses above, what guidance and support do you have for the program moving forward?** *(200 words or less)*

   The program has demonstrated effective processes for assessing and improving student learning, particularly through integrating innovative teaching methods and targeted support. Including artificial technology tools in the BA 343 course allows students to use advanced technology to solve complex marketing problems, fostering critical thinking and problem-solving skills. However, BA A343 and BA A381 are not mapped to the SLOs that are being assessed this year. The coordinator states, "The students in the class are not able to deliver high quality research work than before" which faculty may want to address before the SLOs for BA A343 is assessed. The updates made to activities in BA A460 reflect the program's commitment to strengthening the practical application of marketing theories. The AoL coordinator should gather in depth information concerning the course mapped to the SLOs and Faculty need to collaborate on gathering student feedback to accurately assess program 's SLOs.

2. **Discuss what the program is doing particularly well in terms of its processes for the assessment and improvement of student learning, for example, the use of a common rubric or prompt, a signature assignment, etc.** *(200 words or less)*

   The program demonstrated a strong commitment to assessing and improving student learning through its structured processes. The introduction of artificial intelligence tools in the BA A343 is commendable; however the course is not mapped to the SLOs. The program should continue leveraging the AoL assessment process and faculty insights to strengthen student outcomes.

Dean's signature: _____   **Date:** 1/13/2025