

PROGRAM ASSESSMENT REPORT

Program Code: CTBSMS	Program Name: Digital Business Marketing & Sales
Division	Department Business
Award <input type="checkbox"/> A.A. <input type="checkbox"/> A.S <input type="checkbox"/> A.A.S. <input checked="" type="checkbox"/> X Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Completion	

I. Review previous assessment reports submitted for this program and provide the following information.

1. Was this program previously assessed and if so, when?

No

2. Briefly describe the results of previous assessment report(s).

N/A

3. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

N/A

II. Background Information

1. Indicate the semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
	W2021	

2. Assessment tool(s) used (check all that apply):

- Portfolio
- Test or outcome-related test questions
- Other external certification/licensure exam (please describe): _____
- Externally evaluated performance or exhibit
- External evaluation of job performance (internship, co-op, placement, other)
- Capstone experience (please describe): _____
- Graduate Survey
- Employer Survey
- Transfer follow-up
- Other (please describe): _____

3. Indicate the number of students assessed/total number of students enrolled in the course(s)/program.

<i># of students assessed</i>	<i>Total population in course(s) or program</i>
BMG 207 = 179 students	221 Total Population W2017
BMG 160 = 43 students	48 Total Population W2019 and 2018
BMG 155 = 38 students	50 Total Population F2017

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4. Describe how you selected students for the assessment.
- a. Describe your sampling method.
 - b. Describe the population assessed (e.g. students in capstone course, graduating students, alumni, etc.).

BMG 207 = 179 students	Course assessment dated F2017
BMG 160 = 43 students	Course assessment dated W2020
BMG 155 = 38 students	Course assessment dated W2019

The sampling method was data used for course assessments.

III. Results

1. State every outcome (verbatim) from the Program Proposal form or the Assessment Plan Change Form for the program. *Add more lines as needed.*

1 = BMG 207 Recognize and apply correct business communications content and format.
2 = BMG 160 Identify and apply business ethics in client marketing and sales communication.
3 = BMG 155 Apply emerging business technology to marketing initiatives.

2. Briefly describe assessment results for each outcome based on data collected during the program assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. ***Please attach a summary of the data collected (as a separate document).*** *Add more lines as needed.*

1. F2F and Online students exceeded the target for this outcome with online students doing well on all the items that were measured on the departmental exam such as the proper closing for a persuasive message, the direct method for delivering bad news, and appropriate channels to use.
2. The student assessment demonstrates strength in identifying proper business sales ethics. However, in one class section, the concept of trust and relationship outcome between business buyer and sales person requires improvement (W2019 Q. 6) with a low score of 33 percent.
3. The student assessment demonstrates strength in digital tools in digital marketing applications. However, there is a small difference between online and face-to face in two exam questions.

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3. For each outcome assessed, indicate the standard of success used, and the number and percentage of students who achieved that level of success. ***Please attach the rubric/scoring guide used for the assessment (as a separate document). Add more lines as needed.***

The standard of success was listed as 75% of the students will score 75% or higher for all 3 outcomes.
1. Overall, 86% of the students scored 75% or better. F2F and Online were above the 75% target while Blended was 5 percentage points below the target at 70%. Percent of Students Scoring 75% or better: Total 86%, F2F 80%, Blended 70% , Online 90%.
2. 100 percent of the students assessed in Winter 2018 scored 90 percent or higher on the assessment question embedded into Exam 1 (Questions 6, 16, 17, and 18) meeting the standard of 75 percent of students assessed scoring 70 percent or higher. 100 percent of the students assessed in Winter 2019 scored 80 percent or higher on Exam 1 (Questions 16, 17, and 18) meeting the standard of 75 percent of students assessed scoring 70 percent or higher.
3. 100 percent of the students scored 77 percent or higher. Goal was 75 percent of the students scoring 75% or better.

4. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths:

<p>1 = F2F and Online students exceeded the target for this outcome with online students doing well on all the items that were measured on the departmental exam such as the proper closing for a persuasive message, the direct method for delivering bad news, and appropriate channels to use.</p> <p>2 = The student assessment demonstrates strength in identifying proper business sales ethics. <i>However, in one class section, the concept of trust and relationship outcome between business buyer and sales person requires improvement (W2019 Q. 6) with a low score of 33 percent.</i></p> <p>3 = The student assessment demonstrates strength in digital tools in digital marketing applications. <i>However, there is a small difference between online and face-to-face in two exam questions.</i></p>

Weaknesses:

Above italics indicate the weakness for each outcome/course

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IV. Changes influenced by assessment results

1. Based on the previous assessment report Action Plan(s) identified in Section I above, please discuss how effective any changes were in improving student learning.

N/A

2. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. If students met all expectations, describe your plan for continuous improvement.

The program name was changed from Business Sales and Marketing to Digital Business Marketing and Sales to properly reflect the employer skills and student value.

O1 = BMG 207 F2F and blended students struggled with how to close persuasive messages and how to create a negative news message using the direct approach. It is recommended that the direct approach method include one additional in-class exercise to reinforce the concept with instructor feedback.

O2 = BMG 160 Continuous improvement will include a reinforcement of trust and ethics in business sales in assignments and discussions. Blackboard Goals Alignment Tool will be implement for next course assessment cycle.

The W2019 score indicates improvement can be made in both reinforcement of trust and ethics in business sales along with consideration to rephrase Question 6, as Question 16 mirrors the trust and relationship outcome between business buyer and sales person with the assessment score of 80%.

O3 = BMG 155 The lowest percentage in this outcome was 77% on one specific digital application. Improvement in this area was addressed in the Winter 2019 term and will be assessed with the program in the following course assessment cycle. Also, Blackboard Goals Alignment Tool will be implemented for next course assessment cycle.

3. Identify any other intended changes that will be instituted based on results of this assessment activity. Describe changes and give rationale for change. (Check all that apply).

a. Outcomes/assessments from Program Assessment Plan Change Form or Program Proposal form:

b. Program Curriculum:
 Course sequencing
 Course deletion
 Course addition

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- Changes to existing program courses (specify):
- Other (specify):

c. Other (specify): Reinforcement of course concepts with low performance in each course from this round of assessment.

4. What is the timeline for implementing these actions?

BMG 207 – to be completed by next assessment cycle
 BMG 160 – to be completed by next assessment cycle
 BMG 155 – to be completed by next assessment cycle

V. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this program.

BMG 160 - Create an online mode especially for departmental exams and goals alignment tool applied in future course and program assessment work.

BMG 155 - Ongoing updates in technological tools that reflect emerging technology. Fall 2020 included three technological tools and application updates. Additional update scheduled for Fall 2021.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

Blackboard Goals Alignment tool has been put in place for BMG 160 course assessment and plans to align BMG 155 with goals alignment tool are in place.

3. Describe when and how these assessment results will be discussed with the department and/or the faculty at large.

Department analysis

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Donna Rochester	Donna Rochester	6/29/21

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Department Chair	Doug Waters	<i>Isl/ Doug Waters</i>	6/30/21
Division Dean/Administrator	Eva Samulski	<i>Eva Samulski</i>	07/01/2021
Assessment Committee Chair	<i>Stan Deen</i>	<i>[Signature]</i>	10.6.21

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**Please return completed form to the Office of Curriculum & Assessment, SC 257
or by e-mail to curriculum.assessment@wccnet.edu .**

Reviewed by C&A 9/16/21