



**Cycle: 2018-21**

**ASSOCIATE DEGREE IN APPLIED SCIENCE WITH A MAJOR IN MARKETING**

**Program Mission Statement:**

This program uses classroom, technology, and work-based learning to prepare graduates for entry-level positions in marketing: Public Relations, Advertising, and Sales. This is also an excellent program for individuals seeking to understand past, present and future trends of marketing strategies for advancement in the field.

**Division:** Technical and General

**AVP:** Dan Averette

**Department Chair:** Pete Gioldasis

**Director:** Pete Gioldasis

**SACSCOC Standard:** 8.2A

**Accrediting Agency:**  Yes  No

**Name:** N/A

**Certification Exam(s):**  Yes  No

**Agency Name:** N/A

**Credential:** N/A

Program Student Learning Outcome	Monitoring Year
1. At the completion of the Marketing degree program, students will be able to analyze and prepare techniques and procedures for marketing of products and services.	2018-2019
2. At the completion of the Marketing degree program, students will be able to develop a promotional campaign using traditional advertising tools, as well as social media.	2019-2020
3. At the completion of the Marketing degree program, students will be able to communicate effectively using best practices prevailing in the business environment.	2019-2020
4. At the completion of the Marketing degree program, students will be able to analyze and prepare business information using appropriate software.	2020-2021
5. At the completion of the Marketing degree program, students will be able to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles.	2020-2021

## STUDENT LEARNING OUTCOMES FOR AAS.MKT – 2018-2019

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to analyze and prepare techniques and procedures for marketing of products and services.	MKT 101 - Marketing	Comprehensive Marketing Paper Demonstrating procedures for marketing of products and services.	70% of the students will make 70% or higher on a comprehensive Marketing Paper demonstrating procedures for marketing of products and services.	Fall 2018	100% of the students (19 out of 19) achieved 70% or higher on the Comprehensive Marketing Paper.  The lowest score for this artifact was 70% and the highest was 100%. The cohort average for this event was 87%.	The expected level of learning was met.  Plan for continuous improvement:  Have students turn in their paper topic early.  Submit an outline of their papers.  Turn in their work by an early due date to receive feedback.

## STUDENT LEARNING OUTCOMES FOR AAS.MKT – 2019-2020

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to develop a promotional campaign using traditional advertising tools, as well as social media.	MKT 240 - Advertising	Campaign/Project-demonstrating a promotional campaign using traditional advertising tools, as well as social media.	71% of the students will achieve a grade of 70% or higher on the Campaign/Project.	Spring 2020	91% of the students (21 out of 23) assessed achieved a grade of 70% or higher on the Campaign/Project.  The lowest score for this artifact was 0% and the highest was 100%. The cohort average for this event was 88.5%.	The expected level of learning was met.  Plan for continuous improvement:  Have students turn in their paper topic early.  Submit an outline of their papers.  Turn in their work by an early due date to receive feedback.

## STUDENT LEARNING OUTCOMES FOR AAS.MKT – 2019-2020

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Management degree program, students will be able to communicate effectively using best practices prevailing in the business environment.	MGT 101- Principles of Management	Chapter 15 has a Communications Assignment. This assignment is to evaluate the student's ability to demonstrate effective communication.	70% of students will demonstrate effective writing communication by achieving 70% of in the writeup of a news article.	Spring 2020	100% of students (32 out of 32) made a 70% or more on the Communications Assignment.  The lowest score for this artifact was 70% and the highest was 88%. The cohort average for this event was 80%.	The expected level of learning was met.  Plan for continuous improvement:  Since all the students met the threshold, the assignment will be made more challenging. The students will be required to find three articles about the same management issue and discuss the similarities and differences between them.

## STUDENT LEARNING OUTCOMES FOR AAS.MKT – 2020-2021

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to analyze and prepare business information using the appropriate software.	MGT 206 - Management Spreadsheets	Capstone Excel Project to demonstrate the ability to analyze and prepare business information using the appropriate software.	70% of the MGT 206 students during the fall semester will successfully complete the capstone excel project that demonstrates the ability to analyze and prepare business information using appropriate the software with a grade of 70% or higher.	Fall 2020	81.3% of students made 70% or more on the Excel Capstone Project. (13 out of 16)  The lowest score for this artifact was 0% and the highest was 100%. The cohort average for this event was 71%.	The expected level of learning was met.  Plan for continuous improvement:  Continue to utilize Cengage’s SAM intermediate and advanced excel step by step projects that provide immediate feedback to help master concepts.  Continue to use Cengage’s SAM training videos to show individual steps that helps provide students master of excel functions.

## STUDENT LEARNING OUTCOMES FOR AAS.MKT – 2020-2021

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles.	ACC 111 - Accounting Concepts	Practice Set Test to demonstrate the ability to prepare financials statements and reports in accordance with Generally Accepted Accounting Principles.	75% of the ACC 111 students during the fall semester will successfully complete the comprehensive Practice Set Test that demonstrates the ability to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles with a 70% of higher.	Fall 2020	51.2% of students (25 out of 48) made 70% or more on the Practice Set Test.  The lowest score for this artifact was 0% and the highest was 100%. The cohort average for this event was 68%.	Benchmark are not met. Plan for improvement: Spend extra time working on the project; stress the importance of completing the project, as well as checking and interpreting work; and create a sample review test that students can use as a study guide. Notes: Fall 2019-Spring 2021: The course had 72% of students make a 70 or higher on the Practice Set Test. Covid-19 may have been a factor for Fall 2020.

## CONTINUOUS STUDENT IMPROVEMENT

Four of the five PSLOs met the threshold set by the College and we are excited to work hard during the 2021-2024 years in order to improve the same goals set up by the department and the College. Only one of the PSLOs (PSLO 5) did not meet the set goal and that had a lot to do with the on-going pandemic and the adaptation many students had to make do the virtual/online environment. The Faculty learned a lot of new information and how to improve during these circumstances and we anticipate that the four already met goals will remain high in the new three years and the PSLO 5 that did not meet the goal this year will be successful next cycle.

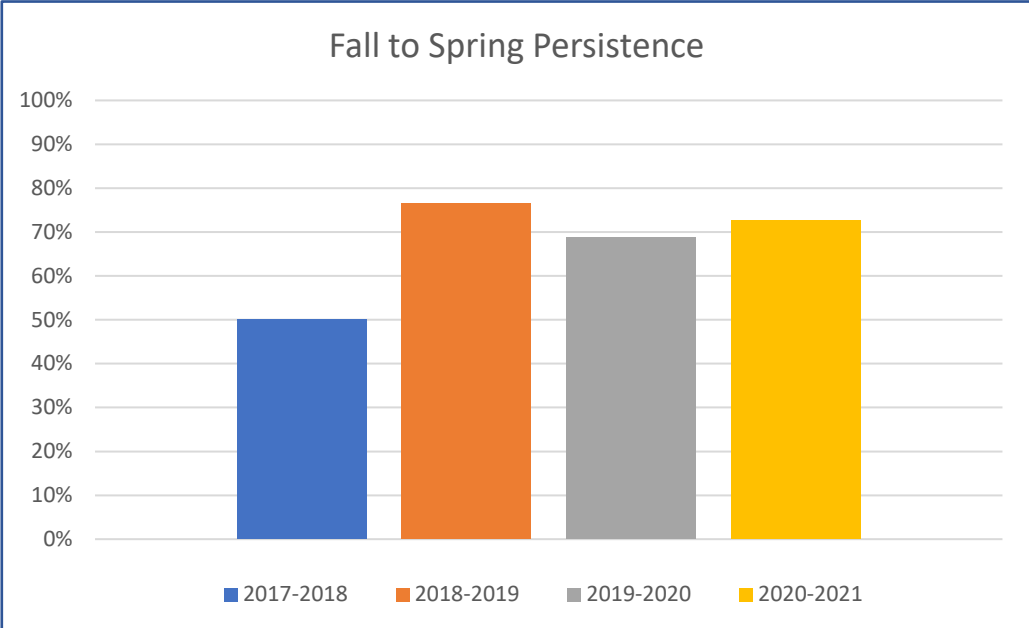
In order to improve the effectiveness of the teaching of the ACC 111 and ACC 112, the instructor uses the homework assignments to identify students' weaknesses. By having a better understanding where students need help, the instructor has been more effective in preparing the students for their Practice Set. The Practice Set is a cumulative test for the course.

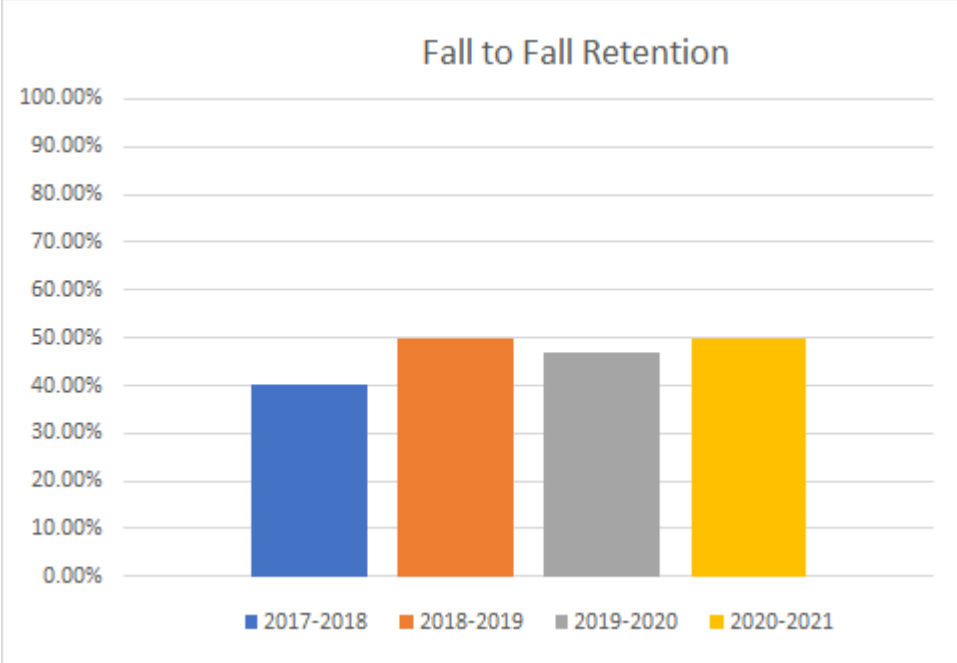
During these past three years, the department has made a few changes to streamline and enhanced this degree for higher success rates. We have partnered with 4 four-year universities through articulation agreements where our classes can now transfer. We also have put in place semester layouts including the summer where classes are now offered when they are scheduled only. We have added more transfer courses in this Degree such as BUS 101 (Introduction to Business), CPT 170 (Micro Computer Applications), ACC 101 (Accounting Principles I) and ACC 102 (Accounting Principles II). We also have added the BUS 250 class (International Business) and MKT 140 (E-Marketing). We took the recommendation of our Advisory and DACUM committees and added more Excel into our program with the addition of the MGT 206 (Managing Spreadsheets) class.

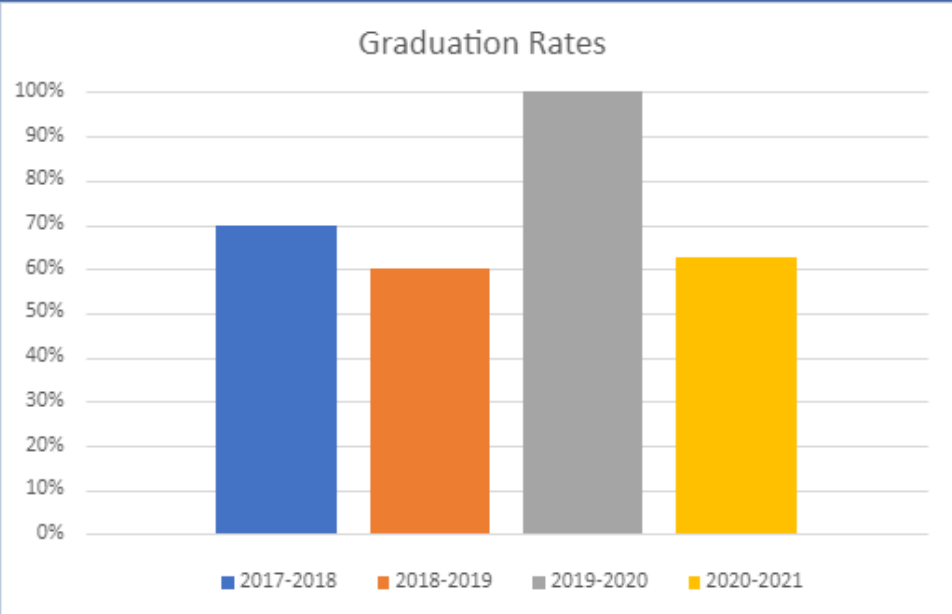
## PROGRAM VITAL STATISTICS

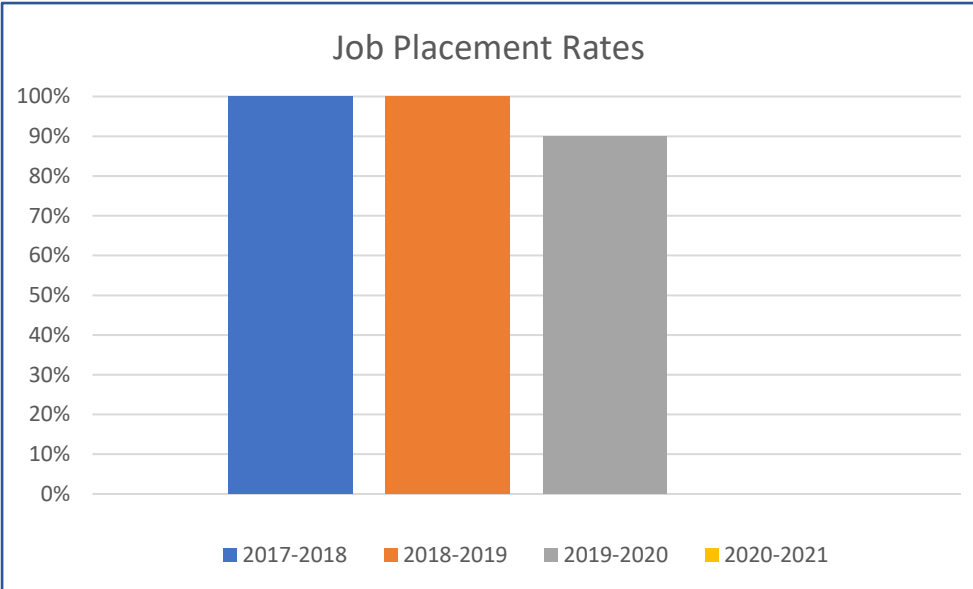
Indicator	Trend Analysis	Action Plans										
<p><b>Program Enrollment</b></p> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Program Enrollment Data</caption> <thead> <tr> <th>Year</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>54</td> </tr> <tr> <td>2018-2019</td> <td>48</td> </tr> <tr> <td>2019-2020</td> <td>42</td> </tr> <tr> <td>2020-2021</td> <td>21</td> </tr> </tbody> </table>	Year	Enrollment	2017-2018	54	2018-2019	48	2019-2020	42	2020-2021	21	<p>First semester enrollment in the Marketing degree program has followed national and regional trends. For the 2017-21 period, the decline in enrollment is less than the national decline for 2-year colleges as reported by NSCRC.</p> <p>Per:  <a href="https://nscresearchcenter.org/current-term-enrollment-estimates/">https://nscresearchcenter.org/current-term-enrollment-estimates/</a></p>	<p>The department has added semester layouts and articulation agreements with 4-year colleges. Also, the faculty are pushing more internship opportunities for our students. Faculty will also focus more high school recruitment.</p>
Year	Enrollment											
2017-2018	54											
2018-2019	48											
2019-2020	42											
2020-2021	21											



Indicator	Trend Analysis	Action Plans										
<p style="text-align: center;"><b>Fall to Spring Persistence</b></p>  <table border="1" data-bbox="184 159 1207 782"> <caption>Fall to Spring Persistence Data</caption> <thead> <tr> <th>Year</th> <th>Persistence Rate</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>50%</td> </tr> <tr> <td>2018-2019</td> <td>77%</td> </tr> <tr> <td>2019-2020</td> <td>69%</td> </tr> <tr> <td>2020-2021</td> <td>73%</td> </tr> </tbody> </table>	Year	Persistence Rate	2017-2018	50%	2018-2019	77%	2019-2020	69%	2020-2021	73%	<p>According to this chart, Fall to Spring persistence has been going up the last three years due to appreciative advising.</p>	<p>Faculty will continue to do appreciative advising and registering students for subsequent semesters.</p>
Year	Persistence Rate											
2017-2018	50%											
2018-2019	77%											
2019-2020	69%											
2020-2021	73%											

Indicator	Trend Analysis	Action Plans										
<p style="text-align: center;"><b>Fall to Fall Retention</b></p>  <table border="1" data-bbox="220 162 1171 820"> <caption>Fall to Fall Retention Data</caption> <thead> <tr> <th>Year</th> <th>Retention Rate</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>40.00%</td> </tr> <tr> <td>2018-2019</td> <td>50.00%</td> </tr> <tr> <td>2019-2020</td> <td>47.00%</td> </tr> <tr> <td>2020-2021</td> <td>50.00%</td> </tr> </tbody> </table>	Year	Retention Rate	2017-2018	40.00%	2018-2019	50.00%	2019-2020	47.00%	2020-2021	50.00%	<p>The Fall to Fall Retention Rate for the last four years is somewhat stable with slight fluctuations between 40% to 50%.</p>	<p>Faculty will continue to advise students during the semesters. More virtual and online classes will be offered to give students flexibility in order to stay on track with the degree.</p>
Year	Retention Rate											
2017-2018	40.00%											
2018-2019	50.00%											
2019-2020	47.00%											
2020-2021	50.00%											

Indicator	Trend Analysis	Action Plans										
<p style="text-align: center;"><b>Graduation Rates</b></p>  <table border="1" data-bbox="115 162 1060 771"> <caption>Graduation Rates Data</caption> <thead> <tr> <th>Year</th> <th>Graduation Rate</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>70%</td> </tr> <tr> <td>2018-2019</td> <td>60%</td> </tr> <tr> <td>2019-2020</td> <td>100%</td> </tr> <tr> <td>2020-2021</td> <td>62%</td> </tr> </tbody> </table>	Year	Graduation Rate	2017-2018	70%	2018-2019	60%	2019-2020	100%	2020-2021	62%	<p>Graduation rates for the Marketing degree are because many students on this program will finish this degree in 3-4 years instead of 2 and that is because they work full time, and they attend college part-time.</p>	<p>The department has been working closely with local businesses in order to create more internship opportunities where they will end up resulting in full time jobs, but overall, our graduation rates are higher than normal.</p>
Year	Graduation Rate											
2017-2018	70%											
2018-2019	60%											
2019-2020	100%											
2020-2021	62%											

Indicator	Trend Analysis	Action Plans										
<p style="text-align: center;"><b>Job Placement Rates</b></p>  <table border="1" data-bbox="155 191 1121 776"> <caption>Job Placement Rates Data</caption> <thead> <tr> <th>Year</th> <th>Rate (%)</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>100%</td> </tr> <tr> <td>2018-2019</td> <td>100%</td> </tr> <tr> <td>2019-2020</td> <td>90%</td> </tr> <tr> <td>2020-2021</td> <td>-</td> </tr> </tbody> </table>	Year	Rate (%)	2017-2018	100%	2018-2019	100%	2019-2020	90%	2020-2021	-	<p>The job placement rates for the Marketing Degree are high due to the fact that our graduates are very marketable in our area.</p>	<p>The department faculty will continue to be in communication with industry through Advisory and DACUM committees so we can keep providing graduates into the job market pipeline.</p>
Year	Rate (%)											
2017-2018	100%											
2018-2019	100%											
2019-2020	90%											
2020-2021	-											

\*Values and formulas used to generate program vital statistics and charts provided by Gary Ancheta.