

**Fermanian School of Business
Marketing Major PLO #G1 Assessment
2024-2025**

Learning Outcome:

Marketing Major PLO #G1: Exhibit an in-depth knowledge of marketing theory and concepts.

Outcome Measure:

Marketing Major-Specific Exit Exam Results

Criteria for Success:

Score at or above 60 on the Marketing Major-Specific Exit Exam.

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:

Marketing Major-Specific Exit Exam - Average Student Score:

Semester	N ¹	Score
Spring 2018	22	59
Spring 2019	26	57
Spring 2021	35	57.4
Spring 2022	33	57
Spring 2023	29	56.3
Spring 2024	22	56.0
Spring 2025	32	70.57

¹Number of Students Taking Test

Conclusions Drawn from Data:

No data was collected in Spring 2020 due to COVID-19. The marketing exit exam was revised in AY 24-25 and given to students in Spring 2025. This revised exam better reflects the content taught in the marketing program at PLNU. Scores significantly improved, and criteria for success were met for the first time.

Changes to be Made Based on Data:

During the Summer of 2023, the marketing faculty analyzed the content across marketing major courses to determine if any content areas needed to be expanded or added. As a result of this analysis, the marketing faculty recommended that exam questions be customized going forward. The marketing professors worked on customizing the exam in AY 23-24 and implemented a revised exam in AY 24-25.

Continue monitoring and collecting data to determine whether an increase in the criteria for success is warranted.

**Fermanian School of Business
Marketing Major PLO #G2 Assessment
2024-2025**

Learning Outcome:

Marketing Major PLO #G2: Evaluate a marketing strategy based on marketing knowledge and concepts.

Outcome Measure:

MKT4060 – Firm Application Paper

Criteria for Success:

The average score for each criterion of the Marketing Major PLO #G2 Rubric will be a 3.0 or higher out of 4.0.

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:

Marketing Major PLO #G2 Rubric – Average Student Score:

Semester	# of Assessments	Definition of Strategy	Analysis of Marketing Mix	Alternatives and Recommendations	Total
Spring 2018	40	3.25	3.10	2.93	3.09
Spring 2019	40	3.73	3.18	3.53	3.48
Spring 2020	40	3.30	3.30	3.30	3.30
Spring 2021	30	3.50	3.27	3.27	3.34
Spring 2022	40	3.45	3.38	3.28	3.37
Spring 2023	40	3.28	3.15	3.00	3.14
Spring 2024	40	2.85	2.88	2.90	2.88
Spring 2025	40	2.77	2.77	2.82	2.79

Conclusions Drawn from Data:

The criteria for success (average of 3.0 or higher out of 4.0) were met in all areas of the rubric from Spring 2019 through Spring 2023, but fell short in all areas in Spring 2024 and Spring 2025.

Changes to be Made Based on Data:

This data will be shared with the marketing faculty so they can determine what changes are needed as a result of the decrease in scores. Continue to monitor.



MARKETING MAJOR PLO #G2 RUBRIC

Point Loma Nazarene University Marketing Major Learning Outcome #G2: Evaluate a marketing strategy based on marketing knowledge and concepts.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvements 2	Does Not Meet Expectations 1
Definition of Strategy	The strategy elements are clearly identified and explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.	The strategy elements are often identified and often explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.	The strategy elements are sometimes identified and briefly explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.	The strategy elements are not clearly identified and not thoroughly explained. Strategy elements may include: target market, naming of the specific marketing strategy, the source of sustainable competitive advantage, the articulation of the customer value proposition in the positioning concept.
Analysis of Marketing Mix	A logical analysis is incorporated which shows an excellent understanding of how each of the following tactics are or are not aligned to the strategy: 1) product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented	A logical analysis is incorporated which shows a good understanding of how most of the following tactics are or are not aligned to the strategy: 1) product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented	A fairly logical analysis is incorporated which shows a fair understanding of how some of the following tactics are or are not aligned to the strategy: 1) product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented	Analysis lacks logic and rarely, if ever, shows an understanding of how the following tactics are or are not aligned to the strategy: 1) product/service/experience (customer value proposition) 2) place (convenience) 3) price (cost) 4) promotion (communication) / execution of the defined strategy is presented
Alternatives and Recommendations	In light of the analysis, extremely viable recommendations are offered that clearly follow the logic of the analysis and are consistently tailored to the target audience (Chief Marketing Officer).	In light of the analysis, viable recommendations are offered that follow the logic of the analysis and are often tailored to the target audience (Chief Marketing Officer).	In light of the analysis, somewhat viable recommendations are offered that sometimes follow the logic of the analysis and are sometimes tailored to the target audience (Chief Marketing Officer).	Few, if any, viable recommendations are identified with little or no logic of analysis. Recommendations are not tailored to the target audience (Chief Marketing Officer).

Average Score: _____ (Total/# of criteria)

Note 1: All criteria are weighted equally