

**Fermanian School of Business  
Marketing Major PLO #G1 Assessment  
2023-2024**

**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 <sup>1</sup>	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

<sup>1</sup> Number of Students Taking Test

**Conclusions Drawn from Data:**

No data was collected in Spring 2020 due to COVID-19. The criteria for success were not achieved in any of the periods assessed.

**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 going forward, questions for the exam be customized by the marketing faculty. The marketing professors worked on customizing the exam in AY 23-24 and plan to implement a revised exam in AY 24-25.

**Fermanian School of Business  
Marketing Major PLO #G2 Assessment  
2023-2024**

**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 criteria 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

**Conclusions Drawn from Data:**

The criteria for success (average of 3.0 or higher out of 4.0) was met in all areas of the rubric from Spring 2019 through Spring 2023 but dropped below the criteria for success in all areas in Spring 2024.

**Changes to be Made Based on Data:**

No changes are recommended at this time, as more data is needed to determine if the Spring 2024 data represents a concern or was an outlier. This data will be shared with the marketing faculty. 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
<b>Definition of Strategy</b>	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.
<b>Analysis of Marketing Mix</b>	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
<b>Alternatives and Recommendations</b>	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