Provide an example of the program’s most interesting or important assessment finding that demonstrates the program’s success associated with a program learning outcome.

Faculty noted that most students were competent in identifying and discussing a marketing problem and opportunities surrounding it. It was also noted that students still need more assistance in learning how to develop solutions for the marketing problem especially through the use of quantitative skills.

Describe an assessment result that indicates an opportunity for improvement and identify the specific actions the program will take to improve student learning.

Further instruction will be given in earlier courses on the best way to articulate a marketing problem. MARK 3001 is the ideal first class for this instruction to take place. In addition to learning how to better articulate a problem, students will also be given increased skills to solve a marketing problem through quantitative analysis through such tools as breakeven analysis and forecasting. The faculty believe that early implementation is best to solidify the skill set needed. Thus this will also be implemented in MARK 3001.