

BSDM Program Learning Outcomes Report Summary 2023

The following table summarizes the assessment of PLOs for the BSDM program for the assessment cycle 2023. This process is conducted regularly as part of the annual learning results assessments, which measure two or three PLOs for each program each year. This summary report is to be submitted to the EEC upon its completion.

Program	Bachelor of Science in Digital Marketing
Assessment Period	Summer 1, 2022 to Spring 2, 2023
Program Learning Outcomes (PLOs)	<p>PLO 3 - Utilize analytics for strategic decision-making.</p> <p>PLO 6 - Demonstrate digital marketing skills and professional competencies for increasing customer engagement through an online presence.</p>
Closing the loop (from the last time these same PLOs were assessed)	This is the first year PLOs were assessed.
Standards of Success	<p>PLO 3: Artifact Proficiency Standard: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric.</p> <p>Aggregate student scores equal 80% for Assignment: Part 3 Final Metric Interpretation for DMKT 320 as measured by the artifact assessment rubric.</p> <p>PLO 6: Artifact Proficiency Standard: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric.</p> <p>Aggregate student scores equal 80% for Assignment: Part 3 Social Media Marketing Campaign for DMKT 300 as measured by the artifact assessment rubric.</p>
Evidence	<p>PLO 3: Part 3 Final Metric Interpretation DMKT 320; Sample size - 4 artifacts.</p> <p>PLO 6: Part 3 Social Media Marketing Campaign DMKT 300; Sample size - 6 artifacts.</p>
Assessment Tool	<p>PLO 3: Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. A satisfactory level equates to an 80% pass rate.</p> <p>PLO 6: Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. A satisfactory level equates to an 80% pass rate.</p>
Assessors	<p>PLO 3: Dr. Lorna DeShay, Adjunct Faculty Dr. Rodney Hagedorn, Adjunct Faculty Dr. Lisa Phillips, Assistant Dean (Tiebreaker)</p>

	<p>PLO 6: Dr. Lorna DeShay, Adjunct Faculty Dr. Rodney Hagedorn, Adjunct Faculty</p>
Results	<p>PLO 3: Based on the joint assessment scorecard, 2 out of 4 samples passed (50%).</p> <p>PLO 6: Based on the joint assessment scorecard, 2 out of 6 samples passed (33.33%).</p>
Discussion of Results	<p>PLO 3: The students were required to present the data and the recommendations in a narrated presentation. Students collected and presented the data but needed help with using the data for decision-making, i.e., identifying effective strategies and tactics for increasing website traffic.</p> <p>PLO 6: One hundred percent of students scored developing on the criterion for creating a social media strategy using a content calendar and the social media campaign template because they failed to use the assignment templates. The instructions explicitly state that students must use the templates linked in the assignment instructions.</p>
Proposed Changes	<p>PLO 3: Revise the week five discussion on digital metrics to specifically address interpreting web analytics and making data-driven decisions to improve website performance, conversion rate, and revenue.</p> <p>PLO 6: Add a draft of the assignment, due in week six.</p>
Rationale for Proposed Changes	<p>PLO 3: The discussion allows students to engage with one another and the instructor to think critically about using data for strategic decision-making.</p> <p>PLO 6: The draft will allow the instructor to provide feedback regarding missing assignment elements, including using the required templates.</p>
Financial Resources Required	<p>PLO 3: None</p> <p>PLO 6: None</p>
Annual Learning Report Approved	<p>Approved by the EEC on October 3, 2023.</p>
Follow Up (Closing the Loop for PLOS assessed in previous assessment cycle)	<p>This is the first annual PLO assessment.</p>