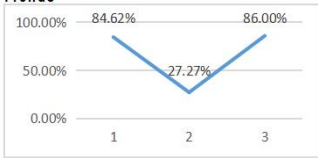
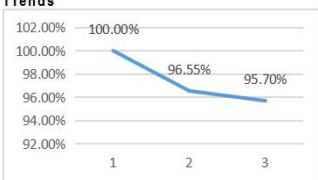

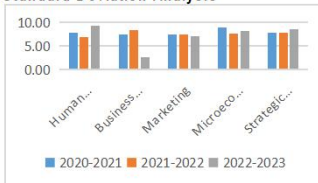
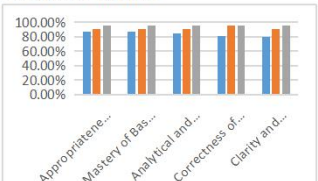
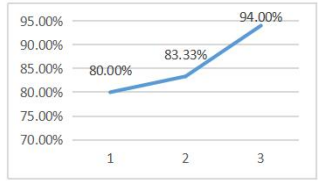


Table 4.1 Marketing - Student Learning Assessment
BS at ZUA

Identified in Criterion 4.2	Identified in Criterion 4.1	Identified in Criterion 4.3				Identified in Criterion 4.4	Identified in Criterion 4.3		
Approach Learning objectives: SLO1, SLO2, etc. Measurable Goals 80%, 5.5 or above, etc.	Deployment What is your measurement instrument or process? (Indicate type of instrument) direct, formative, internal, comparative	Results What are your current results?				Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Insert Graphs or Tables of Trends (3-5 data points) Report sample or population size n = #	
SLO 1: Specific Discipline Knowledge Students enrolled in the Marketing Program in the BS at ZUA will demonstrate a solid foundation in management, psychology, sociology, economics, statistics, and information technology. They will systematically master modern marketing theories and methods while possessing specialized knowledge in product sales and market promotion, marketing research and data analysis, and marketing planning or	Measures 1.1 Students will be assessed based on the final exam in BB801A Marketing taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office. Assessment Measures Type: Direct, Formative, Internal	Results of Measure 1.1 Cycles: Cohort: Sample Size: Results:	2021-2022 Cohort 2020 26 84.62%	2022-2023 Cohort 2021 33 27.27%	2023-2024 Cohort 2022 50 86.00%	Analysis Measure 1.1 assesses specific discipline knowledge in the Marketing Program through the final exam in BB801A Marketing. The results for the last three cohorts are as follows: • Cohort 2020 scored 84.62%, meeting the target of at least 80% scoring at or above the Proficient level. • Cohort 2021 significantly declined to 27.27%, indicating serious issues with understanding marketing concepts. • Cohort 2022 rebounded with 86.00%, demonstrating improved mastery of the material. This fluctuation highlights the need for consistent instructional improvement, especially following the poor performance of Cohort	Actions Plans 1. Curriculum Review: Assess the course content for BB801A Marketing to identify areas that require enhancement or clarification. 2. Enhanced Instructional Strategies: Implement varied teaching approaches, such as interactive lessons, to engage students more effectively with marketing concepts. 3. Additional Support: Provide supplemental resources, such as tutoring sessions or study groups, to support students who may be struggling. 4. Peer Collaboration: Foster peer learning opportunities, encouraging collaboration between stronger and weaker students to enhance overall comprehension of marketing principles.	Trends 	
Target 1.1 At least 80% of students assessed will score at or above Proficient level. The 100-point scale used is as follows: Exemplary (90-100) Superior (80-89) Proficient (70-79) Qualified (60-69) Inadequate (below 60)	Measures 1.2 Students will be assessed based on the final exam in BB813B E-Commerce Theory and Application taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office. Assessment Measures Type: Direct, Formative, Internal	Results of Measure 1.2 Cycles: Cohort: Sample Size: Results:	2021-2022 Cohort 2020 25 100.00%	2022-2023 Cohort 2021 29 96.55%	2023-2024 Cohort 2022 51 95.70%	Analysis Measure 1.2 evaluates students' knowledge in E-Commerce Theory and Application based on final exam performance in BB813B. The results for the last three cohorts are as follows: • Cohort 2020 achieved 100.00%, indicating that every student scored at or above the Proficient level, far exceeding the target. • Cohort 2021 scored 96.55%, still excellent and well above the target of 80%. • Cohort 2022 recorded 95.70%, maintaining a strong performance consistent with previous cohorts. Overall, all cohorts performed exceptionally well, demonstrating a	Actions Plans 1. Maintain High Standards: Continue delivering high-quality instruction and resources in BB813B to sustain student success. 2. Incorporate Advanced Topics: Introduce more complex topics in e-commerce to challenge students further and deepen their understanding. 3. Enhanced Case Studies: Use real-world e-commerce case studies to apply theoretical knowledge practically, reinforcing learning outcomes.	Trends 	
CPC tests Target 1.2 For the CPC Tests, at least 80% of students registered for each CPC subject must achieve an accuracy of over 80% (answering at least 24 out of 30 questions correctly).	Measures 1.3 Students will be assessed based on the CPC tests in the following subjects: Human Resource Management, Business Ethics, Marketing, Microeconomics, and Strategic Management . This assessment will be used to evaluate the basic knowledge level of students in business disciplines during the semester when the tests are administered. The tests will be conducted following the same exam regulations of the university. Assessment Measures Type: Direct, Formative, External, Comparative	Results of Measure 1.3 Standardized CPC Tests Human Resource Management Business Ethics Marketing Microeconomics Strategic Management Standard Deviation Analysis Human Resource Management Business Ethics Marketing Microeconomics Strategic Management National Benchmark Human Resource Management Business Ethics Marketing Microeconomics Strategic Management	2020-2021 52.50% 36.20% 47.36% 51.95% 36.42% 7.91 7.42 7.44 8.99 7.88	2021-2022 72.60% 72.68% 55.89% 60.11% 69.20% 6.86 8.39 7.38 7.66 7.75	2022-2023 65.19% 15.00% 40.26% 32.82% 29.62% 9.28 2.62 7.02 8.16 8.66	Analysis Target 1.2 assesses students' performance in CPC tests, with a goal that at least 80% of students score over 80% (correctly answering 24 out of 30 questions). Over the last three years, the results have shown considerable variation across subjects. In Human Resource Management, scores improved from 52.50% in 2020-2021 to 72.60% in 2021-2022, but then decreased to 65.19% in 2022-2023. Business Ethics saw a significant decline, going from 36.20% to 72.68%, followed by a drop to 15.00%. Marketing also experienced a decrease, with scores of 47.36%, 55.89%, and 40.26% over the three years. Similarly, Microeconomics and Strategic Management declined, with scores ranging from 51.95% to 32.82% and 36.42% to 29.62%, respectively. While Human Resource Management showed some improvement, the overall mixed results indicate that many students are struggling, particularly in Business Ethics and Microeconomics, emphasizing the need for enhanced foundational knowledge.	Actions Plans 1. Curriculum Review: Conduct a thorough review of the curriculum in underperforming subjects, particularly Business Ethics, Marketing, Microeconomics, and Strategic Management. 2. Enhanced Study Materials: Provide additional resources, such as online tutorials and practice exams specifically designed for CPC subjects. 3. Regular Formative Assessments: Increase the frequency of formative assessments to track student understanding and provide timely feedback. 4. Faculty Training: Offer professional development opportunities for instructors to enhance their teaching strategies, especially in areas where students face significant challenges.	Distribution Analysis 	Standard Deviation Analysis 
SLO 2: Written Communication Students enrolled in the Marketing Program in BS at ZUA will demonstrate strong written communication skills, showcasing their ability in academic writing through their undergraduate theses.	Measures 2.1 Students will be assessed based on their undergraduate theses in the Marketing Program at ZUA. The theses will be assessed according to the Thesis Assessment Rubric, which covers criteria such as topic appropriateness, mastery of basic concepts and theories, analytical and research skills, quality of foreign language translation, correctness of design, methods, and computation, as well as clarity and presentation. This assessment will follow the academic regulations set forth by the ZUA Academic Affairs Office. Assessment Measures Type: Direct, Summative, Internal	Results of Measure 2.1 Cycles: Cohort: Sample Size: Rubric Line Items Appropriateness of Topic Mastery of Basic Concepts and Theories Analytical and Research Skills Correctness of Design, Methods, and Computation Clarity and Presentation	2021-2022 Graduates 2022 54	2022-2023 Graduates 2023 23	2023-2024 Graduates 2024 25	Analysis SLO 2 evaluates students' written communication skills in the Marketing Program at ZUA, specifically through their undergraduate theses. The assessment uses a Thesis Assessment Rubric, focusing on several criteria: topic appropriateness, mastery of basic concepts and theories, analytical and research skills, correctness of design and methods, and clarity and presentation. The results from the last three cohorts show significant improvement. For the Graduates 2022 cohort, the scores were strong, with 87.10% for analytical and research skills. The Graduates 2023 cohort showed even better results across all criteria, with 91.30% in topic appropriateness and mastery, and 81.40% in correctness of design. In Graduates 2024, performance reached 96.00% for both appropriateness of topic and analytical skills, signifying a notable upward trend. Moreover, the clarity and presentation scores improved from 79.60% to 96.00%, illustrating a significant enhancement in overall written communication skills. As a result, all cohorts exceeded the target of 80% achieving a rating of B (Good) or above,	Actions Plans 1. Thesis Writing Workshops: Implement workshops focused on improving thesis writing skills, covering research methodologies, analysis, and clarity in presentation. 2. Continued Use of the Rubric: Maintain the use of the Thesis Assessment Rubric to provide clear expectations and objectives for students throughout the writing process. 3. Faculty Feedback Training: Provide training for faculty on effective feedback techniques to support students in refining their writing and analytical skills.	Distribution Analysis 	
SLO 3: Critical Thinking Students enrolled in the Marketing Program in BS at ZUA will cultivate innovation awareness by fostering curiosity and a problem-oriented thinking approach that encourages independent learning. They will learn to view problems from multiple perspectives and propose solutions. Additionally, they will engage in innovation and entrepreneurship education through practical applications and internships. They will demonstrate their	Measures 3.1 Students will be assessed based on the final exam in BB812A Consumer Behavior taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office. Assessment Measures Type: Direct, Summative, Internal	Results of Measure 3.1 Cycles: Cohort: Sample Size: Results:	2021-2022 Cohort 2020 25 80.00%	2022-2023 Cohort 2021 30 83.33%	2023-2024 Cohort 2022 50 94.00%	Analysis SLO 3 measures critical thinking skills among students in the Marketing Program at ZUA, focusing on fostering innovation awareness through a curiosity-driven and problem-oriented approach. Students are assessed on their ability to analyze problems from multiple perspectives and propose effective solutions. This assessment is conducted through the final exam in the BB812A Consumer Behavior course over three cohorts. The results demonstrate a positive trend in students' critical thinking skills. In 2021-2022 (Cohort 2020), 80.00% of students met the criteria. This improved to 83.33% in 2022-2023 (Cohort 2021), and	Actions Plans 1. Curriculum Enhancement: Review and enhance the curriculum to include more problem-solving and innovation-focused activities and projects that challenge students' critical thinking. 2. Interdisciplinary Learning: Promote interdisciplinary collaborations that allow students to approach marketing problems from various perspectives, enriching their analytical skills. 3. Workshops on Critical Thinking: Conduct workshops specifically targeting critical thinking and problem-solving techniques to equip students with the necessary skills for practical applications in marketing.	Trends 	

abilities in planning marketing strategies, including planning processes, methods, and implementation, and will be able to draft relevant marketing materials effectively.

further increased to 94.00% in 2023-2024 (Cohort 2022), indicating substantial growth and enhancement in their capabilities related to planning marketing strategies and drafting relevant marketing materials. The achievement rates suggest that students are effectively developing critical thinking and innovation skills as

4. Internship Opportunities: Expand internship offerings that emphasize innovative practices and real-world problem-solving to provide practical experience in marketing strategies.

Target 3 At least 80% of students assessed will score at or above Proficient level. The 100-point scale used is as follows: Exemplary (90-100) Superior (80-89) Proficient (70-79) Qualified (60-69) Inadequate (below 60)	Measures 3.2 Students will be assessed based on the final exam in BB805A Big Data Marketing taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office. Assessment Measures Type: Direct, Summative, Internal	Results of Measure 3.2 Cycles: Cohort: Sample Size: Results:	2021-2022 — — —	2022-2023 Cohort 2019 23 100.00%	2023-2024 Cohort 2020 25 100.00%	Analysis Measure 3.2 assesses students' critical thinking skills in the context of BB805A Big Data Marketing. This assessment evaluates students' abilities to analyze and interpret data relevant to marketing practices, as well as their capacity for problem-solving within the realm of big data applications. The results from the last two cohorts show outstanding performance. In 2022-2023 (Cohort 2019), 100.00% of students achieved the expected proficiency level. This remarkable achievement was maintained in 2023-2024 (Cohort 2020), with another 100.00% of students meeting the criteria. These results indicate that students are effectively mastering the necessary critical thinking skills related to big data in marketing, demonstrating their ability to apply data-driven insights in practical scenarios.	Actions Plans 1. Advanced Data Analysis Training: Implement additional training sessions focused on advanced data analysis and interpretation skills to further enhance students' capabilities in big data marketing. 2. Real-World Case Studies: Introduce more real-world case studies into the curriculum, allowing students to apply their critical thinking skills in practical situations and analyze the outcomes of data-driven marketing strategies. 3. Guest Speakers and Industry Experts: Invite industry experts to give lectures and workshops, providing insights into contemporary challenges and innovations in big data marketing.
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SLO 4: Problem Solving
Students enrolled in the Marketing Program in BS at ZUA will demonstrate product sales and market research capabilities. They will possess foundational knowledge in management, economics, psychology, sociology, and information technology, alongside expertise in marketing. They will understand the legal regulations related to economic activities, master effective business communication methods, and have a comprehensive view of the market to competently handle marketing management roles. Additionally, students will possess market research and analytical skills, applying knowledge from statistics, economics, management, psychology, and relevant industries such as aviation economics and retail. They will be proficient in survey design and data analysis, able to independently develop research plans and write high-quality analytical reports to qualify for positions in

Measures 4.1
Students will be assessed based on the final exam in **BB810A Sales Management** taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office.

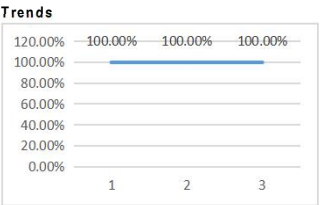
Assessment Measures Type:
Direct, Summative, Internal

Results of Measure 4.1
Cycles:
Cohort:
Sample Size:
Results:

2021-2022	2022-2023	2023-2024
Cohort 2019	Cohort 2020	Cohort 2021
23	25	29
100.00%	100.00%	100.00%

Analysis
SLO 4 focuses on assessing students' problem-solving capabilities within the Marketing Program at ZUA, emphasizing their proficiency in product sales and market research. Students are evaluated through the final exam in BB810A Sales Management, which tests their foundational knowledge across multiple disciplines—including management, economics, psychology, sociology, and information technology—and their expertise in marketing. The results from the last three cohorts reveal an impressive achievement level, with 100.00% of students in each cohort—Cohort 2019, Cohort 2020, and These consistent results indicate that students not only possess the theoretical knowledge necessary for effective market management but also exhibit strong analytical skills. Their ability to design surveys, conduct data analysis, and independently develop research plans has been reinforced, making them well-prepared for careers in market research and development.

Actions Plans
1. Enhanced Practical Training: Incorporate more practical training in survey design and data analysis to strengthen students' hands-on skills in real-world market research scenarios.
2. Case Study Analysis: Introduce case studies that require students to apply their knowledge from various disciplines to solve complex marketing problems, encouraging integrated thinking.
3. Guest Lectures: Organize guest lectures by industry professionals to provide insights into current trends and challenges in sales management and market research.
4. Collaborative Projects: Implement collaborative projects where students can work in teams to develop comprehensive marketing plans, enhancing their problem-solving and communication skills.
5. Portfolio Development: Encourage students to create portfolios showcasing their research plans and analytical reports, which can benefit them during job applications and interviews.



Measures 4.2
Students will be assessed based on the final exam in **BB809A Marketing Planning** taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office.

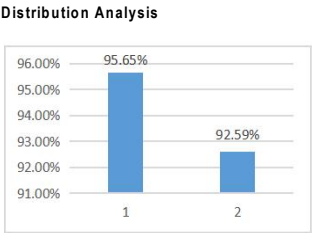
Assessment Measures Type:
Direct, Summative, Internal

Results of Measure 4.2
Cycles:
Cohort:
Sample Size:
Results:

2021-2022	2022-2023	2023-2024
—	Cohort 2019	Cohort 2020
—	23	54
—	95.65%	92.59%

Analysis
Measure 4.2 evaluates students' problem-solving skills in BB809A Marketing Planning through the final exam. The results show that 95.65% of Cohort 2019 and 92.59% of Cohort 2020 achieved the required competencies. While both cohorts performed well, there is a slight decline in performance from 2019 to 2020, indicating a need for further investigation into the factors affecting this trend.

Actions Plans
1. Workshops: Organize workshops that simulate real-world marketing planning scenarios.
2. Assessment Review: Review exam questions to ensure alignment with learning objectives.
3. Mentorship Programs: Establish mentorship programs with alumni or industry professionals.



Target 4
At least 80% of students assessed will score at or above Proficient level. The 100-point scale used is as follows:
Exemplary (90-100)
Superior (80-89)
Proficient (70-79)
Qualified (60-69)
Inadequate (below 60)

SLO 5: Technology
Students enrolled in the Marketing Program in BS at ZUA will demonstrate proficiency in common computer-related skills and the ability to communicate effectively in a foreign language, both in written and spoken forms. They will also master the use of essential tools relevant to the marketing profession, including data collection, analysis, and presentation tools such as SPSS, STATA, as well as enterprise information management

Measures 5.1
Students will be assessed based on the final exam in **JB004B Python Programming**, which will enable them to utilize technology for data analysis and processing as taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office.

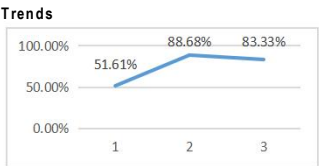
Assessment Measures Type:
Direct, Summative, Internal

Results of Measure 5.1
Cycles:
Cohort:
Sample Size:
Results:

2021-2022	2022-2023	2023-2024
Cohort 2021	Cohort 2022	Cohort 2023
31	53	24
51.61%	88.68%	83.33%

Analysis
Measure 5.1 assesses students' technological proficiency within the Marketing Program at ZUA, focusing on skills in data analysis and commonly used marketing tools. This assessment is conducted through the final exam in JB004B Python Programming. The results have shown notable progression: 51.61% of Cohort 2021 met the expected criteria, while there was a significant increase to 88.68% for Cohort 2022, followed by 83.33% in Cohort 2023. Although the results in 2023 reflect a slight decrease from the previous cohort, the overall trend indicates a substantial improvement in students' capabilities in

Actions Plans
1. Supplemental Tutorials: Offer supplemental tutorials focused on Python programming and data analysis tools.
2. Project-Based Learning: Implement project-based learning to enhance practical application of technology in marketing.
3. Peer Study Groups: Encourage formation of peer study groups to foster collaborative learning.
4. Guest Speakers: Invite industry professionals to discuss the importance of technology in marketing.



Target 5
At least 80% of students assessed will score at or above Proficient level. The 100-point scale used is as above.

Measures 5.2
Students will be assessed based on the final exam in **BB829A Marketing Data Analysis I**, which focuses on data analysis techniques and tools relevant to marketing as taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office.

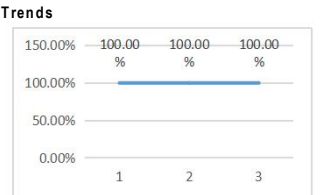
Assessment Measures Type:
Direct, Summative, Internal

Results of Measure 5.2
Cycles:
Cohort:
Sample Size:
Results:

2021-2022	2022-2023	2023-2024
Cohort 2020	Cohort 2021	Cohort 2022
25	29	50
100.00%	100.00%	100.00%

Analysis
Measure 5.2 evaluates students' proficiency in data analysis techniques relevant to marketing through the final exam in BB829A Marketing Data Analysis I. Over the past three cohorts, Cohort 2020, Cohort 2021, and Cohort 2022 all achieved exceptional results, with 100.00% of students successfully meeting the required competencies each year. This consistent performance demonstrates that students are effectively mastering the necessary data analysis skills and tools applicable in the marketing field.

Actions Plans
1. Advanced Data Analysis Course: Introduce an advanced course to further develop data analysis skills beyond the basics.
2. Real-Life Data Projects: Incorporate real-life case studies and projects to provide practical experience.
3. Guest Lectures: Invite industry experts to present current trends and tools in marketing data analysis.
4. Collaboration with Other Departments: Collaborate with IT or data science departments to provide interdisciplinary learning opportunities.



SLO 6: Global Perspective
In an era of rapid knowledge updates driven by the internet, students enrolled in the Marketing Program in BS at ZUA will demonstrate the ability to adapt quickly to changes in social demands and will effectively utilize both internal and external resources to continuously enhance their professional knowledge and skill levels. They will embrace a lifelong learning mindset that encourages keeping up with global marketing trends and

Measures 6.1
Students will be assessed based on the final exam in **BB816A Market Research**, which will cover methodologies and practices for conducting effective market research as taught by the assigned instructor for the students enrolled during the semester when the course is assigned, following the schedule in the online management system under the administration of the ZUA Academic Affairs Office.

Assessment Measures Type:
Direct, Summative, Internal

Results of Measure 6.1
Cycles:
Cohort:
Sample Size:
Results:

2021-2022	2022-2023	2023-2024
Cohort 2019	Cohort 2020	Cohort 2021
23	25	29
100.00%	100.00%	96.55%

Analysis
Measure 6.1 assesses students' understanding of market research methodologies through the final exam in BB816A Market Research. The results across three cohorts indicate strong performance: Cohort 2019 and Cohort 2020 both achieved 100.00%, while Cohort 2021 achieved 96.55%. This data shows that students are effectively grasping the essential practices for conducting market research, although there was a slight decline in performance in the most recent cohort.

Actions Plans
1. Incorporate Practical Exercises: Increase the number of practical exercises that simulate real market research scenarios.
2. Peer Learning Opportunities: Foster peer-to-peer learning and study groups to enhance understanding of complex topics.
3. Enhanced Course Materials: Update course materials to include recent trends and developments in market research methodologies.
4. Feedback from Students: Gather feedback on exam content and structure to continuously improve assessment methods.



Target 6

At least 80% of students assessed will score at or above Proficient level. The 100-point scale used is as follows:
