

## 2022 ANNUAL ACADEMIC ASSESSMENT REPORT FORM (Due October 15 tohe dean)

The Faculty Senate Academic Assessment Committee (AAC) is committed to a vision of assessment that leads to continuous program improvements and benefits stude/Antistual assessment/eportinginforms decision making and resource allocation aimed at improvemental learning and success. It also be the AAC to analyze assessment across the institution and to responded to yestem Board of Regents legislative, and Northwest Commission on Colleges and University/CCU) equests. We thank you for your continued support of and participation in this annual activity.

Starting in Spring 2021, UAMovedto one academicassessment reporting mechanism. The below form merges and

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## PROGRAM SECTIONue to the dean on October 15)

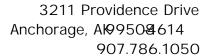
After completing the Program&ection, the program should email this form to the dewith a copy to the appropriate community campus director(s) if the program is delivered on a community campus.

Submissiondate: 11/30/2022

Submitted by:

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## PROGRAM STUDENT LEARNING OUTCOMES

2. Pleaselist the Program Student Learning Outcomes your program assessedYf2. For each outcome, indicate one of the following: Exceeded faculty expectations, Met faculty expectations, or Did not meet faculty expectations

Example: Communicate effectively in avariety of contexts and formats t Exceeded faculty expectations

Goal 1: Students will have baccalaureate content knowledge of his/her major discipline.

MKTG 1.1 - Demonstrate the knowledge and skills to analyze markets and data to understand consumers, media and competitors to make effective marketing decisions.

MKTG1.2 - Explain marketing concepts and channels that drive, design, develop, and deliver integrated marketing communication.

MKTG1.3 - Understand the strategic planning process the most goals into a comprehensive marketing plan.

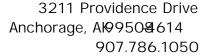
MKTG1.4 - Identify and use the techniques and methods to define, segment, and target consumers and affect the consumer decisionaking process.

Goal 3: Students will have analytical skills.

Objective 3.1Apply analytical techniques to solve business problems.

3.

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courses in future semesters to ensure that students are meeting the goals.

5. Based on the findings, did the faculty make any recommetions for changes to improve student achievement of the Program Student Learning Outcomes? Please describe the recommended action, what improvement in student learning the program hopes to swith this change, the proposed timeline, and how the program willknow if the change has worked. If no recommendations for changes were made, please explain that decistro Charactersor less Faculty made a number of recommendations luding adding metacognitive activities for students. It was acknowledged that students need help learning how to learn, how to write, and how to read and comprehend material. It was discussed that the university should require students to take more rem

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7. Do you have any information about howell these or other past improvementare working? Are they achieving their intended goals Please include any data or assessment results that pyou demonstrate this. (750 characters or less)

LastAY, a more indepth assessment was performed. The AoL Committee sharior year's results with all facultyand followed up with each faculty member who participated in assessment to tiscuss their recommendations and offer additional recommendations. Faculty Ithereurrent A to implement changes and will be assessed again in AC 222 ent assessment changes will be assessed again in AY 23. Our assessment meeting will be helice im liber

STUDENT SUCCESS AND THE CLOSING OF EQUITY GAPS

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3211 Providence Drive Anchorage, Al 950 4614 907.786.1050

Rationale

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## DEAN SECTIQueto the program on January 15)

After completing the Dean Section and signing it, the dean should this form to the programand copyuaa oaa@alaska.edfor posting.If the program is delivered on one or modernmunity campusthe dean should consult with the appropriate community campus director(s) on the response panthe appropriate community campus director(s) then emailing the response to the program

γ š Z ‰ Œ } P Œ u [• Œ •‰ } v• • } À U Á Z š P μ] v v • μ ‰ % } Œ ŝ moving forward?(750 characters or less)

The program states that it is igorous with a focus on marketing theory, methodology, as well as tools". Yetbased on the results of the SLOsly 29%- 50% of the students

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