

2026 – 27 Alternative Delivery Assessment Plan

Department: BUS Date: 10/15/2026 Course: BUS 261 Principles of Marketing
Alternative Format(s) – select as many as are applicable: Dual Credit Select Select
Members (**must include more than course instructor only**) involved with the development of this Assessment Plan: Course Instructor, Department Chair, Dual Credit Coordinator

Course Requirements: Course syllabi and credit hour calculators are collected by the Dual Credit Coordinator (Dual Credit Courses) and the respective Deans for other courses.

Student Outcome:

1. *What student outcome will be assessed? Students should be able to develop a marketing plan that integrates target market selection, product planning, distribution, promotion, and pricing decisions to create a coordinated marketing strategy.*
2. **State as follows: Students should be able to [action verb] [something].** Students should be able to develop an integrated marketing plan that identifies an appropriate target market and aligns product, pricing, distribution, and promotional strategies to meet the needs of that target market.

Question: *What specific question(s) are you attempting to answer through assessing this student outcome? (What are you trying to find out? There may be more than one question, but no more than three.)* 1. How effectively do students identify a target market and develop a marketing strategy that meets the needs of that audience?
2. How effectively do students integrate product, pricing, distribution, and promotional decisions into a coordinated marketing plan?
3. To what extent do students use marketing concepts and supporting information to justify their marketing decisions?

Methodology

1. **Student Outcome - OBJECT***
 - a. *What student artifact from the **traditional course** will be used to assess the outcome?* Marketing Plan
 - i. *How will the artifact be collected?* Students will submit their completed marketing plans through Blackboard. The course instructor will retain the plans for assessment.
 - b. *What student artifact from the **alternative course(s)** will be used to assess the outcome?* Marketing Plan
 - i. *How will the artifact be collected?* The course instructor will collect completed marketing plans from students enrolled in the alternative delivery format through email or another approved submission method.

Analysis of Artifacts:

1) **Student Outcome: PERFORMANCE CRITERIA***

- a. *How will the artifacts be analyzed (attach rubrics/scoring tools if used):*
 - i. Traditional course: Marketing plans from both delivery formats will be evaluated using the same rubric to assess students' application of marketing concepts and their ability to develop an integrated marketing strategy. The rubric will evaluate the following criteria:
 - ii. • Target Market and Segmentation: Identifies an appropriate target market and explains the needs and characteristics of the intended audience.
 - iii. • Marketing Strategy: Establishes a clear marketing strategy aligned with the target market and marketing objectives.
 - iv. • Product Planning: Describes the product or service offering and explains how it provides value to the target market.
 - v. • Pricing Strategy: Recommends an appropriate pricing approach and explains how it aligns with the target market and overall strategy.
 - vi. • Distribution Strategy: Identifies appropriate distribution methods and explains how the product or service will reach the target market.
 - vii. • Promotional Strategy: Recommends appropriate promotional methods and explains how they will communicate value to the intended audience.
 - viii. • Marketing Mix Integration: Demonstrates how product, price, place, and promotion work together to support the overall marketing strategy.
 - ix. • Application and Justification: Applies course concepts and provides reasonable support for marketing decisions.

- x. Each criterion will be scored using a consistent performance scale (for example, 4 = Exceeds Expectations, 3 = Meets Expectations, 2 = Approaching Expectations, and 1 = Does Not Meet Expectations).
- xi. The instructor will evaluate each marketing plan using the common assessment rubric and record the scores for each criterion and the overall assessment.
- xii. Alternative course(s) (note SAME if the same as the traditional course): SAME

2) **COMPARABILITY - *How you will determine if the outcomes of the two are comparable?***

(For example – there will not be a statistically significant difference among the mean final exam scores). The scores for each rubric criterion and the overall marketing plan assessment will be compared between students in the traditional and alternative delivery formats. The percentage of students meeting or exceeding expectations (earning a score of 3 or higher on the four-point scale) will also be calculated for each group. The results will be reviewed to determine whether students in both delivery formats demonstrate comparable levels of proficiency in developing and integrating the elements of a marketing plan.

Submitted by: MD Date: 10/15/26 Assessment Committee Reviewed (Date): 10/21/26

Submitter notified of approval/ or additional action needed: Approved