

Marketing



2019 ANNUAL REPORT OF PROGRAM DATA



UNIVERSITY of HAWAII®
HAWAII
COMMUNITY COLLEGE

1. Program Description

Statement and brief description of the program including a listing of the program level Student Learning Outcomes (SLOs).

This program is designed for students planning a career in the field of merchandising/marketing. The competency-based curriculum is designed to prepare students for positions such as sales associate, stock clerk, display person, account assistant, assistant buyer, marketing assistant, and assistant manager and to provide basic training for possible advancement to management positions.

Program Learning Outcomes -

- Synthesize principles and concepts of marketing in developing a marketing plan.
- Devise marketing campaigns/presentations in diverse formats that are adaptable to different target markets and stakeholders.
- Use customer relationship management strategies within any business or retail organization.
- Use management and organizational behavior principles and skills for any marketing occupation.
- Develop the ability to think strategically as an individual and effective team member.
- Demonstrate work attitude and appearance consistent with professional practices.
- Develop current technology skills and the ability to utilize those skills in real world situations.
- Develop an understanding of evolutionary globalization and the technological advancements associated with the dynamic business environment.

2. Analysis of the Program

Strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the Quantitative Indicators. CTE programs must include an analysis of Perkins Core indicators for which the program did not meet the performance level. Include Significant Program Actions (new certificates, stop outs, gain/loss of positions, results of prior year's action plan).

As stipulated in last years APR action plan, the Marketing program is currently undergoing changes with regard to course offerings and overall program requirements. The Program Coordinator has been working closely with Curriculum Educational Specialist Shyann Davis to create proposals that appropriately communicate said changes in Kualii.

Proposals have been cleaned and are now being considered and reviewed by the Curriculum Review Committee with a set review date of Friday November 8, 2019.

As it stands to date, the latest quantitative indicators show a Program that demonstrates healthy placement opportunities but cautionary class fill rates (with the number of low enrolled courses increasing from three in 2017-2018 to six in 2018-2019), unhealthy Fall to Spring persistence numbers (with a decrease of 14% from 2017-2018 to 2018-2019) and a drop in unduplicated degrees/certificates awarded (from 34 to 24). It is the expectation of the Marketing Program that the aforementioned changes currently under CRC review will assist in providing the Program with increased student awareness, interest, and attraction leading to a rise in fill rate and persistence levels.

Unfortunately, a substantial drop in degrees/certificates awarded is inevitable, with the already CRC approved deletion of a number of certificates currently offered by the Program that will no longer be available after course changes are expected to become official in Fall 2020. Once the new course offerings have been established, the Program expects the amount of degrees/certificates awarded to normalize within the following three years.

The Program has met two out of the four Perkins Indicators exceeding the goals set forth in 1P1 (Technical Skills Attainment) and 2P1 (Completion) by an arguably healthy amount. The Program fell short in and with fulfilling the goals set forth in 3P1 (Student Retention or Transfer) and 4P1 (Student Placement). The new course requirements of the Marketing Program currently under review by CRC were created with these issues in mind. The new degree path is focused on ensuring that not only do students graduate with a triad of potential opportunities but that said triad is successfully communicated to students throughout their time in the Program.

It is the intention of the Marketing Program that this new set of requirements will be used as a selling point of the potential opportunities provided to students upon graduation even before said students decide to declare Marketing as their major of choice. The new requirements are set up to allow graduates to either transfer, find a job in industry, or create their own business or freelance opportunities. These potential paths have been incorporated into all promotional items up to and including the newly designed logo for the M3° (Marketing Degree with three potential opportunities upon graduation- M3°. It's the same degree, just in a different package) which will be placed on all items and communicated with students regularly.

While the current offerings of the Program do support two of the three potential paths of the revised degree (the transfer option is new), it is the experience of the Marketing Program that communication of potential possibilities is key if and when students are to be made aware of said possibilities. Aligning the Program with these possibilities creates a seamless association that allows students to know that they will be afforded these specific opportunities upon degree completion which then focuses their entire academic

experience and allows them to see the value in each of the courses required and its connection to their ultimate outcome of either transferring (which aligns and will assist with and in the attainment of Perkins Indicator 3P1), gaining industry relevant employment (which aligns and will assist with and in the attainment of Perkins Indicator 4P1), and/or create their own business or freelance opportunities.

3. Program Student Learning Outcomes

- a) List of the Program Student Learning Outcomes
 - b) Program Student Learning Outcomes that have been assessed in the year of the Annual Review of Program Data.
 - c) Assessment Results
 - d) Changes that have been made as a result of the assessments.
- a. Program Learning Outcomes:
- 1. Synthesize principles and concepts of marketing in developing a marketing plan.
 - 2. Devise marketing campaigns/presentations in diverse formats that are adaptable to different target markets and stakeholders.
 - 3. Use customer relationship management strategies within any business or retail organization.
 - 4. Use management and organizational behavior principles and skills for any marketing occupation.
 - 5. Develop the ability to think strategically as an individual and effective team member.
 - 6. Demonstrate work attitude and appearance consistent with professional practices.
 - 7. Develop current technology skills and the ability to utilize those skills in real world situations.
 - 8. Develop an understanding of evolutionary globalization and the technological advancements associated with the dynamic business environment.
- b. PLO 2 & PLO 5 were assessed via Spring 2019 assessments of two courses, Marketing 121 (Marketing Topics) and BUS 120 (Principles of Business). The MKT 121 course outcome assessed was CLO1 “[d]emonstrate the ability to understand current issues and trends in the industry”; the BUS 120 course outcome assessed was CLO2 “[d]efine the various forms of business ownership to determine the appropriateness relative to an organization’s resources, goals, and objectives.”
- c. The MKT 121 assessment resulted in 100% of students meeting or exceeding associated learning outcome achievement levels.
The BUS 120 assessment resulted in 100% of students exceeding the associated learning outcome achievement levels.

Thus, 100% of students assessed met or exceeded achievement levels for PLO 2 and PLO 5. See screenshots below.

MKT 121
 Academic Year 2018-19

Term: Spring 2019

Filter: Assessed Assigned Related

Learning Outcome	Description	Status	Count
MKT121_CLO1	"CLO1: Demonstrate the ability to understand current issues and trends in the industry."	Assessed	6 Assessed
MKT_PLO2	"MKT PLO2: Devise marketing campaigns/presentations in diverse formats that are adaptable to different target markets and stakeholders." Requested By: Marketing	Related	6 Assessed

BUS 120
 Academic Year 2018-19

Term: Spring 2019

Filter: Assessed Assigned Related

Learning Outcome	Description	Status	Count
BUS120_CLO1	"CLO1: Identify the impact of local, national, and global external factors on business decisions relative to the accomplishment of the mission and obj..."	Not Selected	
BUS120_CLO2	"CLO2: Define the various forms of business ownership to determine the appropriateness relative to an organization's resources, goals, and objectives..."	Assessed	12 Assessed
BUS120_CLO3	"CLO3: Identify various business functions and practices -- including management, marketing, accounting, and finance -- and explain their impact on th..."	Not Selected	
BUS120_CLO4	"CLO4: Identify legal, government, ethical and social responsibility issues or regulations affecting business decisions."	Not Selected	
MKT_PLO5	"MKT PLO5: Develop the ability to think strategically as an individual and effective team member." Requested By: Marketing	Related	12 Assessed
MKT_PLO7	"MKT PLO7: Develop current technology skills and the ability to utilize those skills in real world situations." Requested By: Marketing	Related	No Results

d. While MKT 121 did return an achievement level that exemplified that students were in fact meeting the associated learning outcome, there was an artifact that simply “met” and did not “exceed” outcome achievement. Analysis resulted in the revelation that

students had simply skipped a question unknowingly. As a result, program faculty will be “chunking” assessment instruments into smaller pieces and requiring soft deadlines of said chunks to better control for accidental skipping of questions. If faculty is able to catch the accidental skip, then it can be communicated to the student prior to the hard deadline allowing time for correction and final submission. BUS 120 realized a 100% “exceed” level for outcome achievement demonstrating clearly that CLO2 had been appropriately measured and met. In order to maintain said achievement level, program faculty will work to ensure that legal requirements for proper business formation is continuously updated and communicated to and with students. Program faculty will also work to ensure that the various types of business ownership remain detangled to better assist in student comprehension.

4. Action Plan

Include how the actions within the plan support the college's mission. In addition to the overall action plan for the program, include specific action plans for any Perkins Core Indicator for which the program did not meet the performance level.

The changes currently being experienced in and by the Marketing Program directly align with the mission of the College, focusing heavily on preparing and creating “workforce ready” students. The M3° was created to better prepare students for industry while also providing them the opportunity to pursue other avenues such as transfer and small business development, if and when interested or needed.

Program plans also align with HGI Action Strategy 2 (“[i]mplement structural improvements that promote persistence to attain a degree and timely completion”) and Strategy 3 (“[a]nticipate and align curricula with community and workforce needs.”). The new course plan currently in process is an excellent example of a structural change implemented to promote student persistence and timely completion by removing unnecessary courses that do not directly feed into industry needs and/or requirements.

The new course path is also an excellent example of aligning curricula with community and workforce needs. Each of the courses proposed and deleted to and from the current Marketing Program have been proposed and deleted in direct response to the current and projected future needs of industry. To further align the Marketing Program with its intended purposes, the Program will look into converting its degree from an AAS to an AS. These changes will create graduates who are better prepared to succeed in marketing related fields.

The new degree path will also assist in the attainment of Perkins Indicators 3P1 and 4P1. With specific focus placed on aligning course offerings with those of the four-year institutions in the system, transfer is predicted to increase. Focus has also been placed on industry specific skills that have previously been overlooked such as graphic design and videography. Providing students with such skills will produce graduates who are more attractive to employers, which is predicted to increase student placement. It is the expectation of the Program that increased emphasis on aligning the new degree brand with its associated benefits, will result in increased understanding of said benefits, and eventually increased utilization.

5. Resource Implications

(physical, human, financial)

The Marketing Program and its associated plans currently have no resource implications. All proposed and described changes require no physical, human, or financial investment.