

Student Learning Outcomes (SLOs) Report for Accredited Programs

(updated 9/19/25)

Program Type: Accredited Program

Program Name:	Marketing, B.S.B
Submitted By:	Ayse Costello, Assistant Chair of Marketing, Management, BSBA & HTM
Email:	aicostello@eiu.edu
Submission Date:	09/29/2025

Review Cycle:	☐	EVEN YEAR CYCLE
	☒	ODD YEAR CYCLE

Review Round and Instructions

- **Round A** (Associate Dean review): Submit this cover sheet and a copy of the annual (or periodic) report most recently submitted to the accrediting agency; your accreditation report should address assessment.
- **Round B** (Associate Dean + VPAA review): Submit this cover sheet and the following:
 - evidence of ongoing accreditation (document confirming accreditation status, which could be a letter from the accrediting agency)
 - annual (or periodic) accreditation report submitted to the agency
 - this SLO report, which provides a summary of the program's collection and evaluation of its annual assessment data*
 - an optional cover memo (not to exceed one page), which briefly describes any information or highlights the department believes would be important to demonstrate academic excellence and program quality

If your program completed a significant review (accreditation application and/or the full 8-year IBHE report) in the last calendar year, then you may, with permission from the VPAA or designee, substitute either of these major reports for your typical Student Learning Outcomes report. **To be approved, these documents must substantively discuss assessment, outcomes, and data, and have been prepared and submitted within the same calendar year.*

All SLO reports are archived here: <https://www.eiu.edu/assess/majorassessment.php>

DUE: **October 15th** to your Associate Dean or designee

Each academic program is expected to prepare a Summary of the Assessment Data by Student Learning Outcome. This summary may take the form of a chart or other means of presentation that describes the annual data collected, when it is collected, in which course(s), through which assignment or activity, and by whom. This summary should clearly indicate what the program seeks to discover in its students' learning. The summary should correspond to the record-keeping documents maintained by the academic program. **While this is a biennial report, a program's assessment should be ongoing throughout every academic year.**

Program Name:

Marketing, B.S.B

PART 1. OVERVIEW OF STUDENT LEARNING OUTCOMES AND MEASURES

Student Learning Outcome (SLO)	What measures and instruments are you using? This could be an oral or written exam, a regularly assigned paper, or a portfolio—administered early and later in coursework.	How are you using this info to improve student learning? What are you hoping to learn from your data? Include target score(s) and results , and specify whether these were met, not met, or partially met for each instrument.	Does your SLO correspond to an undergraduate learning goal (ULG) : writing, speaking, quantitative reasoning, critical thinking, responsible citizenship?
Critical Thinking: Students question, examine, evaluate, and respond to problems or arguments.	Marketing Strategy MAR 4700 and Consumer Behavior MAR 3740. Assessment will be carried out using an article, case analysis, and/or project using faculty-developed or School of Business rubrics.	Target: 70% of students will score 70% or better, or “Satisfactory” or better on the assignment. Results: In AY 23-24, 83% of students scored 70% or better, meeting the target. In AY 24-25, 100% of students scored 70% or better, thus indicating an improvement in outcomes. Faculty members are responsible for administration and data collection and sharing with the assistant chair. Initial results will be distributed via email and discussed at a faculty meeting, and actions will be taken as needed.	Yes
Critical Writing and Research: Students write critically and evaluate varied sources	Marketing Strategy 4700. Assessment will be carried out using an article, case analysis, and/or project using	Target: 70% of students will score 70% or better on assignments.	Yes

	faculty-developed or School of Business rubrics.	Results: In AY 23-24, 100% of the students scored 70% or better. In AY 24-25, 100% of the students scored 70% or better. Targets were exceeded. Faculty members are responsible for administration and data collection and sharing with the assistant chair. Initial results will be distributed via email and discussed at a faculty meeting, and actions will be taken as needed.	
Speaking and Listening: Students prepare, deliver, and critically evaluate presentations and other formal speaking activities.	Professional Sales MAR 4470: Assessment will be carried out utilizing in-class presentations using the School of Business and faculty-developed rubrics for both speaking and active listening. (If the course is offered online with no in-class presentation, faculty may suspend the data collection for that semester.)	Target: 70% of students will score 70% or higher on assignments. Results: Data was not provided. Faculty members are responsible for administration and data collection and sharing with the assistant chair. Initial results will be distributed via email and discussed at a faculty meeting, and actions will be taken as needed.	Yes
Quantitative Reasoning: Students produce, analyze, interpret, and evaluate quantitative material.	Marketing Research MAR 3860 Retail Management MAR 3875. Assessment will be carried out using a variety of methods. MAR 3860 uses project-based assessment.	Target: On average, students will score 70% or higher on embedded questions. Results: In AY 24-25, on average, 86% of the students scored 70% or higher, thus exceeding the target. Faculty members are responsible for administration and data collection and sharing with the assistant chair. Initial results will be distributed via email and discussed at a faculty meeting, and actions will be taken as needed.	Yes
Responsible Citizenship: Students make informed ethical decisions based on an understanding of the interactions between marketing and society.	Assessment will be carried out using available secondary data collected from our students at the university, college, or school.	Target: Satisfactory for more than 70% of students Results: The data source was not agreed upon.	Yes

		Faculty members are responsible for administration and data collection and sharing with the assistant chair. Initial results will be distributed via email and discussed at a faculty meeting, and actions will be taken as needed.	
Marketing Knowledge: Students use marketing terminology and concepts appropriately in marketing decision-making.	Marketing Strategy MAR 4700. Assessment will be carried out using a 50-item, multiple-choice exam on common marketing concepts developed by the marketing faculty	Target: 70% of students will score 70% or higher on the exam. Results: In AY 23-24, 84.21% of the students scored 70% or higher on the exam. In AY 24-25, 91.67% of the students scored 70% or higher. Thus, the targets were met, and we observed an improvement in student outcomes. Faculty members are responsible for administration and data collection and sharing with the assistant chair. Initial results will be distributed via email and discussed at a faculty meeting, and actions will be taken as needed.	Yes

PART 2. IMPROVEMENTS AND CHANGES BASED ON ASSESSMENT

A. Provide a short summary (1-2 paragraphs) or bullet list of any **curricular actions** (revisions or additions) that were approved over the past two years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

- The marketing discipline is involved in continuous review. The discipline reviewed the findings of the 2023 assessment report filed with the university to see the areas that needed improvement. During the AY 23-24 and AY 24-25 curricular revisions were discussed. And Fall 2024 saw the adoption of a revised assessment plan, which this report is based on.
- One challenge that the discipline is facing is that there are two student learning outcomes that need more reliable sources of data for assessment. There are speaking and listening, and responsible citizenship. This academic year, we will address this issue. A positive trend is that we are seeing that our students are meeting and/or exceeding the targets that we had set for assessment.
- Finally, we will continue making sure that curriculum innovation, new textbook adoption as needed, and incorporation of AI-related topics into the curriculum will continue.

- B. Provide a brief description or bullet list of **any improvements (or declines)** observed/measured in student learning. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

We are not seeing any declines in student learning. If anything, the results are improving. Our previous efforts of textbook renewal, identification of utilization of high-impact activities in our courses, and curriculum innovation seem to be resulting in better student outcomes.

C. HISTORY OF DATA REVIEW OVER THE PAST TWO YEARS

Please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to the assessment plan, and reaffirmation of SLOs).

Date of annual (or periodic) review	Individuals or groups who reviewed the assessment plan	Results of the review (i.e., reference proposed changes from any revised SLOs or from point 2.A. curricular actions)
September 20 2004	Ayse Costello, Thomas Costello, Marko Grunhagen, Evan Kubicek, Darlene Greathouse	The marketing discipline was encouraged by the previous assessment report. Minor revisions were suggested and incorporated into the assessment plan to address expected changes in courses, rubrics, etc.
Fall 2024	Ayse Costello, Thomas Costello, Marko Grunhagen, Evan Kubicek, Darlene Greathouse	The revised 2024 assessment plan was approved through online discussion.
August 29 2025	Ayse Costello, Thomas Costello, Marko Grunhagen, Evan Kubicek	The faculty was asked to provide any remaining data to the assistant chair. Also, the assistant chair reminded the discipline that AY 25-26 will be used to address issues raised in the 2025 assessment report, as well as to revise the 2024 assessment plan.

Type Electronic Signature and Date

Dean Review and Feedback**Dean or Designee Signature and Date:**

Marketing, B.S.B. program assessment results have shown a strong positive movement towards meeting the programs “Student Learning Outcomes” toward the “University Learning Goals”. The Marketing team continuous improvement reflects their commitment to developing Student Learning Outcomes that support student growth and development in their field of academics. Over the past two years the Marketing team have made curricular revisions which supported a stronger alignment with the University Learning Goals.

As the Marketing team reported, they will need to develop learning outcomes data points that are more reliable in data gathering in their assessment tools in area such as: 1) speaking and listening, and 2) responsible citizenship.

Additionally, the Marketing team will focus this next year on developing and strengthening their curriculum challenges through innovative curriculum development and the adoption of advanced technology and textbooks that will incorporate AI-related topics in both the curriculum and classroom.

**VPAA Office Review and Feedback
(for “Round B” SLO report only)****VPAA Signature and Date:**

Type Electronic Signature and Date

Type here