**Marketing Major Report**

**Outcomes:** Technical Knowledge, Oral and Written Communication, Problem Solving, Critical Thinking, Information Literacy, Global Perspectives, Teamwork, Professionalism

**Internal, Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

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| **Learning Outcome (LO)** | **Conclusions Drawn from Data** | **Criteria for Success** | |
| **Met** | **Not Met** |
| 1. Technical Knowledge | The success criterion was met in the past year at a mean of 3.33. There is a slight downward trend over the past 4 years. This mean when compared with other measures lower. | X |  |
| 2. Oral and Written Communication | The success criterion was met in the past year at a mean of 3.33. There is a downward trend over the past 4 years. This mean when compared with other measures is lower. | X |  |
| 3. Problem Solving | The success criterion was met in the past year at a mean of 3.35. There is a downward trend over the past 4 years. This mean when compared with other measures is slightly lower. | X |  |
| 4. Critical Thinking | The success criterion was met in the past year at a mean of 3.4. There is a downward trend for the past 4 years. This mean when compared with other measures about the same. | X |  |
| 5. Information Literacy | The success criterion was met in the past year at a mean of 3.3. There is a downward trend for the past 4 years. This mean when compared with other measures about the same. | X |  |
| 6. Global Perspectives | The success criterion was met in the past year at a mean of 3.4. There is a downward trend over the past 4 years. This mean when compared with other measures about the same. | X |  |
| 7. Teamwork | The success criterion was met in the past year at a mean of 4.0. There is an upward trend for the past 4 years. This mean when compared with other measures higher. | X |  |
| 8. Professionalism | The success criterion was met in the past year at a mean of 3.4. There is a downward trend over the past 4 years. This mean when compared with other measures about the same. | X |  |

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| **Action (s) for Improvement** |
| **SLO 1:** Add more discipline-specific measures to gain a greater understanding of discipline knowledge in addition to overall business knowledge.  **SLO 2:** Consider assignments that cover oral and written communication separately. |

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| **Results of Previous Action (s) for Improvement** |
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