

# POAR Rubric (2021-22)

Program name **MARKETING**

Notes: The reconciled score of each criterion is listed at the end of the rubric along with the comments offered by the reviewers

1. The program's mission statement is clearly aligned with the overall mission of the institution.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

2. The program has developed a sufficient number of goals (objectives) that clearly address the breadth of the program requirements and expectations.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

3. The program has developed a sufficient number of clear and measurable learning outcomes for each goal (objective).

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

4. The program has developed multiple measures of assessment for each learning outcome; measures may be direct/indirect and/or qualitative/quantitative.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

5. The program has developed benchmarks for each assessment technique that are both reasonable and challenging.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

6. The program has collected meaningful data directly related to each learning outcome.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

7. Assessment data have been explicitly used to identify challenges and/or successes resulting in program modifications or "staying the course", respectively.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

8. The assessment process covers the breadth of the student experience and clearly demonstrates the depth of understanding needed to successfully complete the program.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

9. The program's commitment to continuous improvement is clearly demonstrated by the information contained in the assessment plan, findings, and executive summary.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

10. The assessment process used by the program is feasible and does not overload or overburden faculty either collectively or individually.

Strongly Disagree (Not Addressed)

1

2

3

Strongly Agree (Exemplary)

4

5

CRITERION	1	2	3	4	5	6	7	8	9	10	TOTAL
SCORE	1	3	3	3	4	3	4	4	3	5	33

### Summary Comments

No mission statement is given. To improve add percentages along with the number of students assessed for each measure. As well, it is suggested that the assessment template is followed.