



Annual Assessment Report 2023-2024

MS Digital Marketing Department of International Business & Marketing College of Business

CONTACT

Name of Program Assessment Lead Maria Ortiz

Name of Person Completing Report Maria Ortiz

DISCIPLINARY ACCREDITATION Yes

DEVELOPMENT AND DOCUMENTATION OF STUDENT LEARNING OUTCOMES

How were the program's SLOs developed? (select all that apply)

- ☐ We developed them as a program/department using our own knowledge and expertise of the field.

Other than the [CPP Catalog](#) and the [Office of Assessment and Program Review website](#), where else are your SLOs published? Select all that apply.

- Department Website - provide URL: <https://www.cpp.edu/cba/graduate-business-programs/programs/master-degree-in-digital-marketing-and-marketing-analytics.shtml>
- Course Syllabi

ASSESSMENT ACTIVITIES IN 2023-2024

This section provides the opportunity for programs to share and discuss assessment activities conducted in **AY 2023-2024**. This includes data collection, rubric development, data analysis, discussion of findings, development or implementation of closing the loop improvement strategies, update of your assessment plan and/or curriculum matrix, etc.

How many total SLOs does your program assess according to your assessment plan?

- 7

How many SLOs did your program assess this past year in 2023-2024?

- My program did **not** engage in any assessment activity in AY 2023-2024.

Please share the challenges that prevented the program from engaging in assessment or examining any student learning outcomes in AY 2023-2024.

This is a new program that started last year. The program has not had any culminating experience project in the previous year. AY 2024-2025 will be our first year of CEP, where most of our assessment will take place. However, based on the original SLOs submitted as part of the program approval process, we focused on creating specific guidelines for Culminating Experience Project, which resulted in two documents. This task helped us to decide when and how we can collect artifacts for assessment.

Did you create/modify/discuss assessment broad procedures unrelated to specific SLOs (e.g., revamping all SLOs, update curriculum matrix or assessment plan, mechanism to collect student work, rubric, survey, etc.)?

No

IMPROVING THROUGH ASSESSMENT

The past academic year posed both challenges and opportunities. Please share any assessment discoveries (e.g., insights about assessment procedures, great achievements, etc.) regarding program assessment in 2023-2024 so that others may learn from your experiences.

While this is a new program that started last year, we have worked to create specific guidelines for Culminating Experience Projects for faculty committee and students to follow and have clear expectations. This effort resulted in two documents that specify among other things, content and structure of written report and the number of presentations and frequency and contents, which will lay the groundwork for determining assessment time, artifacts, and courses.

Please share how the program triangulates various data sources to determine student success. Consider assessment findings, [CPP's GI2025 markers](#), [CSU Dashboard](#), CPP's [Student Success Dashboard](#) on Tableau, [CPP's Graduating Senior Survey](#) on Tableau, course evaluations, etc.

<narrative here>

Does the program offer a certificate or credential (e.g., teaching credential)?

- No

The most current assessment plan and curriculum matrix we have on file for your program may be found [here](#). To ensure we have the most updated assessment plan and curriculum matrix for your program, and for posting on our website, please upload the following documents:

Assessment Plan - Yes

Curriculum Matrix - Yes