



SLO Assessment Cycle for BUS 59

Promoting Your Small Business

Assessment Initiated by: [Byron Lilly](#) (8431) in BUS

Outcomes:

Outcome 1: Statement

Analyze relationship building with customers and diverse partners and design a plan likely to produce favorable outcomes.

Assessment Cycle Records:

Outcome 1: Assessment Planning Modified: [04/08/2011]

Assessment Strategy Used:

Quarter: Spring 2011

Assessors: , Gary Niedermier

Assessment Tools: Exams

Sections being assessed: 64Z

Outcome 1: Reflect & Enhance Modified: [07/12/2011]

Number of people involved in Reflection and Enhancement: 1

Changes:

Methods:

Students were given an assignment to write an analytical paper on Customer Analysis after having read the assignment in Chapter 17 of, eMarketing – The Essential Guide To Online Marketing, by Rob Stokes and the Minds of Quirk. This chapter is dedicated to CRM – Customer Relationship Management. The papers were reviewed and assessed by the instructor.

Summary:

Based upon assessment of the assignment, 20% of the students understand what customer relationship management is, it's importance and how to employ it in their promotion plans. 60% will incorporate CRM as an integral piece of their strategy, and 20% will use CRM in some incidental way as a part of their plan.

Enhancement (Part I):

Yes. I will incorporate videos that depict long time small business owners and their commentary on how customer relationship management has affected the success of their own businesses and how they have remodeled their own CRM programs to be more productive; replacing tactics that produced little or no value with ones that produced desired results and met goals.

Enhancement (Part II):

Outcome 2: Statement

Examine a wide variety of marketing communications tools cost-effective for small businesses, such as event marketing, press and public relations, internet marketing, database marketing and guerrilla marketing.

Outcome 2: Assessment Planning Modified: [04/08/2011]

Assessment Strategy Used:

Quarter: Spring 2011

Assessors: , Gary Niedermier

Assessment Tools: Exams

Sections being assessed: 64Z

Outcome 2: Reflect & Enhance Modified: [07/12/2011]

Number of people involved in Reflection and Enhancement: 1

Changes:

Methods:

This SLO is assessed through three exams that are given during the quarter and are based on the assigned textbook which covers the topical areas.

Summary:

The students are assessed over three separate periods with three unique exams. After two exams, students showed a marked increase in comprehension and acquisition of the SLO. 77% scored in the A & B range on exam 2 as opposed to 23% in the A & B range on exam 1. 9% scored in the C range on exam 2 while 27 % scored in the C range on

exam 1. Unsuccessful acquisition of the SLO declined from 48% in exam 1 to 13% in exam 2.

Enhancement (Part I):

I plan on adding an instructor lead video to supplement each major section of the textbook. The video will include tools used by the instructor in "real life" business situations to cost effectively increase marketing communications both internally and externally to the customer base.

Enhancement (Part II):

Outcome 3: Statement

Assess, select and justify cost-effective marketing communications tactics best suited to an existing (or planned) business.

Outcome 3: Assessment Planning Modified: [04/08/2011]**Assessment Strategy Used:**

Quarter: Spring 2011

Assessors: , Gary Niedermier

Assessment Tools: Exams

Sections being assessed: 64Z

Outcome 3: Reflect & Enhance Modified: [07/12/2011]

Number of people involved in Reflection and Enhancement: 1

Changes:**Methods:**

Students are required to create and submit a Production Plan that reaches out to customers and business partners alike in the most economical and productive way.

Each Plan is analyzed for the use of good communications tactics by both the Instructor and fellow classmates.

Summary:

Assessment of the students promotion plans produced the following mastery results: 73% of the plans received A's and B's and showed mastery of the SLO. 7% of the plans received C's and showed an acceptable use of the SLO. 19% of plans showed an unacceptable use of the SLO.

Enhancement (Part I):

I plan to find examples of small business marketing communication successes on the internet and supply the link for these to the students.

Enhancement (Part II):

[Number of Outcomes for BUS 59: 3]