

The Business – Marketing option was first offered at Oregon Tech in 1997. This degree program provides students with a broad background in business management with a strong emphasis in modern marketing concepts and practices. Marketing graduates enjoy careers in management, social media marketing, project management, digital media, advertising, research, consulting, distribution, sales, and entrepreneurial enterprises. The Business – Marketing program was awarded first-time accreditation by the International Accreditation Council for Business Education (IACBE) in 2008, and was awarded reaffirmation of accreditation in 2015.

The Business – Marketing Option is only offered in Klamath Falls. Total enrollment was approximately 25 students. The program graduated 5 students in 2020. The median salary for graduates from 2015-2018 ranged from \$44,000-\$48,000 ("Oregon Tech Graduate Outcome Data", 2020). The program has a 94% success rate for 2015/2016/2017 graduates; while the success rate for 2016/2017/2018 is 100% ("Oregon Tech Graduate Outcome Data," 2020). Thirty students are currently enrolled in the marketing program.

Industry relationships for the Business

- Starting January 2020, two Marketing students along with an Operations Management and Business student, participated in the annual IACBE international business case study competition. The team won two of the competitions. The first case was required the development of a marketing plan for an innovative medical technology startup and the second case was for a cryptocurrency company. As part of their win, they were provided an opportunity for a paid internship over summer 2020. Students took advantage of the internships. As result of the internships, these students were also offered full time positions following their graduation.
- : Throughout the case competition, students received strong mentorship from the business management faculty. The faculty mentor of the team coordinating faculty engagement throughout the process by hosting virtual meetings with the student team so they could receive feedback. The success of the student team reflects the strength of the business management curriculum and the dedicated faculty who literally prepare students for real-world achievement.
- : A senior marketing student was the recipient of the 2020 Oregon Tech President's Senior Cup. During his time at Oregon Tech, this student displayed exemplary character. This was the second year in a row that a business management student received the President's Cup.
- : " [Student] is a highly intelligent, gifted, creative, and humble individual who gives much more of himself than he asks from others. He epitomizes the kind of senior student worthy of receiving such a prestigious award. I am not only [Student's] academic advisor, but I have also had [Student] in a number of my marketing courses. Throughout his time at Oregon Tech, [Student] has demonstrated superior academic excellence. From the moment I met [Student], many years ago, I could tell he was going to do amazing things during his time at Oregon Tech. His recent work on the Oregon Tech Businted, creative,

- "I remember so vividly our first meeting before you were my advisor. I can't thank you enough for the role you've played in transitioning me from a lost freshman uncertain of his future at Oregon Tech, to a proud alumnus excited to represent the business department in industry. I spoke about you in my essay for the President's Cup Award, and how you were part of the

2. Describe the legal, social, ethical, and economic environments of business in a global context.
3. Solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.
4. Demonstrate professional communication and behavior.
5. Apply knowledge of business concepts and functions in an integrated manner.

Upon completion of this program, Business – Marketing option graduates will be able to:

1. Analyze an organization’s activities to develop/implement a marketing strategy.

1. ESLOs are assessed on a six-year cycle. The ESLO assessment schedule may be found on the Oregon Tech website under Essential Student Learning Outcomes.
2. IACBE requires all accredited institutions to complete a Public Disclosure of Student Achievement on an annual basis. In addition, all outcomes are assessed annually, with the full self-study for IACBE core student learning outcomes (Core SLOs 1-5) completed every seven years.

Communicate the major concepts in the functional areas of accounting, marketing, finance, information technology, and management.	Case Study Senior Project	Senior Exit Survey
Describe the legal, social, ethical, and economic environments of business in a global context.	Case Study Senior Project	Senior Exit Survey
Solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.	Case Study Senior Project	Senior Exit Survey
Demonstrate professional communication and behavior.	Case Study Senior Project	

Communicate the major concepts in the functional areas of accounting, marketing, finance, information technology, and management.	80% achieve a rate of 3 or 4	Senior Project N=74	88%
	80% achieve a rate of 3 or 4	Case Study N=89	88%
	80% score 4, 5, or 6	Senior Exit Survey N=81	85%

New SLOS (starting 2020-21)

Apply core concepts in a business environment.

Describe the legal, ethical, social, and economic environments of business in a global context.

Contribute to the development of a team-oriented and collaborative environment.

Solve business problems using decision-support tools and/or research skills.

During the 2019-20 academic year, 75% of students met the minimum acceptable level of performance using direct assessment of their senior projects. This is an improvement from 2017-18 results of 67%. This is an improvement, although it is still below the program's goal of 80%. The quality of the marketing senior projects continues to improve which can be supported by the strategic marketing plan developed by marketing students for the IACBE competition.

- o continues to serve as an integral course in the marketing curriculum and evolves to reflect best marketing principles and programmatic objectives. The aim of the course is to better prepare students for their senior projects, which is directly related to the marketing PSLO.

In 2020, changes were made to the BUS 473 course curriculum to include the development of a Marketing Playbook. Working with a client, students prepared a Marketing Playbook with the understanding that the playbook would guide them through the development of their senior projects. The goal is to two-fold: (1) See an improvement in senior projects and (2) See an improvement in PSLO student exit results with 80% rating it between 5-6. This will need to be assessed in 2021.

Excerpt from BUS 473 Spring 2020 course evaluation: "Great course. One of the most valuable marketing courses I've taken. This class really helped me take all [of] the skills I've learned over the years and combine them into a single project. I loved the singular focus on this project throughout the term. The workload for the first couple sections of the marketing plan were pretty heavy, but definitely doable. The reading material was valuable, primarily Breakthrough Marketing Plans. Overall, this was a great course and I enjoyed the work required in it!"

The program director will work with the senior project faculty member to ensure that programmatic objectives are met.

In Fall 2020, the marketing program director prepared a marketing plan checklist for students to follow in the development of their senior projects. The checklist is intended to assist the senior project faculty in assessing marketing projects. The senior project rubric for marketing projects may need further development to

prepare students for social media marketing positions in the workplace. The course includes several key takeaways for students: social media marketing simulation where they manage a client's social media marketing and social media marketing certification through an industry-known software provider.

: In Fall 2020 a new course was introduced into the marketing