

IMPERIAL VALLEY COLLEGE
PROGRAM REVIEW COMPLIANCE FORM AND REQUEST FOR RESOURCES

PROGRAM/DEPARTMENT Business Marketing

ACADEMIC YR. 2012-2013

Comprehensive Program Review

Annual Assessment

Request for Resources (check all that apply)

Please analyze your Program Review data as well as your SLO/SAO assessment findings in order to update to your Comprehensive Program Review report as needed. All changes to area needs and subsequent requests for additional resources must be reported at this time.

If your program is scheduled for a Comprehensive Program Review all forms are to be completed and submitted to the appropriate Dean/VP. If you are completing the annual Program Review Assessment only and have no changes to area needs, sign below and submit this form to appropriate Dean/VP. If your needs have changed as a result of your annual assessment of program review data, please complete the appropriate Request for Resources form(s) and submit to appropriate Dean/VP.

Craig M. Burk
Signature of Program Chair/Director

2/15/13
Date

[Signature]
Signature of Area Dean

2/20/13
Date

[Signature]
Signature of Area Vice President

2/28/13
Date

Please attach the following documents to this Program Review Compliance form if you are requesting additional resources:

- ✓ Comprehensive Program Review
- ✓ Data Analysis Form
- ✓ SLO/SAO Assessments
- ✓ Request for Resources Forms

**Academic Program Evaluation – BUSINESS MARKETING
Division – EWD
Department - BUSINESS**

BUSINESS COURSES

TERM	Enrollment	Fill Rate	# of Sections	Mass Cap	Avg. Class Cap	Avg. Class Size	FTEs	FTEF	Productivity (FTEs/FTEF)	Completion Rate	Success Rate
Fall 2009	555	87.40%	20	635	31.75	27.75	67.51	4.72	14.3	81%	62%
Spring 2010	631	86.32%	24	731	30.46	26.29	77.35	5.66	13.67	76%	61%
Fall 2010	576	86.23%	21	668	31.81	27.43	71.29	4.92	14.49	85%	68%
Spring 2011	672	85.06%	25	790	31.6	26.88	84.69	5.59	15.15	81%	62%
Fall 2011	598	85.67%	22	698	31.73	27.18	73.01	5.12	14.26	83%	67%
Spring 2012	473	68.35%	22	692	31.45	21.5	59.8	5.39	11.09	83%	60%
% Change Fall Semesters 09 - 11	7.75%	-1.98%	10.00%	9.92%	-0.06%	-2.05%	8.15%	8.47%	-0.28%	2.47%	8.06%
% Change Spring Semesters 10 - 12	-25.04%	-20.82%	-8.33%	-5.34%	3.25%	-18.22%	-22.69%	-4.77%	-18.87%	9.21%	-1.64%

PROGRAM COMPLETION

Number of certificates completed Between Fall 2009 and Spring 2012	Number of Associate Degrees Completed Between Fall 2009 and Spring 2012
2	7

BUSINESS MARKETING COURSES - A.S AND CERTIFICATE

A.S. DEGREE – Required Courses: BUS 124, 126, BUS/AG 132, BUS 144, 210, 260, CIS 101

Acceptable Courses: BUS 010, 060, 134, 136, 140, 142, 148, 220, CIS 102, 108, 124, 125, ECON 101, 102, WE 201, 220

Certificate - Required Courses: BUS 124, 126, BUS/AG 132, BUS 144, 210, 260, CIS 101

Acceptable Courses: BUS 010, 060, 134, 136, 140, 142, 148, 220, CIS 102, 108, 124, 125, ECON 101, 102, WE 201, 220

BUSINESS MARKETING COURSES - ENROLLMENT, FILL RATES & WAIT LISTS

COURSES	Course Cap	Enrollment - # Sections						Fill Rate						S 13
		F 09	S 10	F 10	S 11	F 11	S 12	F 09	S 10	F 10	S 11	F 11	S 12	
BUS 010			89 - 3	79 - 3	84 - 3	73 - 3	75 - 3		86.67%	87.78%	93.33%	81.11%	83.33%	
BUS 060	28		20 - 1		24 - 1	26 - 1	17 - 1		71.43%		85.71%		60.71%	
BUS 124	31	36 - 1	48 - 2	32 - 1	32 - 1	56 - 2	27 - 1	102.86%	77.42%	80%	91.43%	90.32%	77.14%	2
BUS 126	32	87 - 3	89 - 3	84 - 3	86 - 3	79 - 3	78 - 3	89.69%	94.68%	86.60%	91.49%	81.44%	82.98%	2
BUS/AG 132	40	33 - 1		31 - 1		35 - 1		82.50%		77.50%		87.50%		
BUS 134														
BUS 136	35		25 - 1		36 - 1		21 - 1		71.43%		102.86%		65.63%	
BUS 140														
BUS 142														
BUS 144	40		32 - 1		30 - 1		15 - 1				Error		37.50%	
BUS 148	35				33 - 3						94.29%			
BUS 210	30	112 - 4	63 - 2	127 - 4	95 - 3	114 - 4	76 - 3	80%	100%	90.71%	90.48%	81.43%	72.38%	3
BUS 220	35	24 - 1	58 - 2	32 - 1	58 - 2	42 - 1	39 - 2	68.57%	82.86%	91.43%	82.86%	120%	55.71%	
BUS 260	28		53 - 2	29 - 1	20 - 1	33 - 1	19 - 1		98.15%	103.57%	71.43%	94.29%	67.86%	14
CIS 101	32	298 - 9	244 - 8	279 - 10	243 - 9	282 - 10	216 - 8	98.68%	141.86%	88.01%	140.46%	85.20%	82.13%	9
CIS 102	50		36 - 1		31 - 1			88%	72%	86%	62%			4
CIS 108	29		28 - 1		16 - 1		38 - 2				53.33%		65.52%	
CIS 124	40	80 - 3	60 - 2	98 - 3	93 - 3	38 - 1	63 - 2	102.56%	113.21%	105.38%	169.09%	95%	78.75%	9
CIS 125	40	50 - 3	40 - 2	84 - 3	63 - 3	25 - 1	26 - 1	64.10%	74.07%	90.32%	66.32%	62.50%	65%	
ECON 101	35	104 - 3	88 - 3	91 - 3	97 - 3	95 - 3	82 - 3	99.05%	83.81%	86.67%	92.38%	90.48%	78.10%	
ECON 102	35	103 - 3	61 - 3	91 - 3	63 - 2	85 - 3	65 - 3	98.10%	58.10%	86.67%	90%	80.95%	61.90%	
WE 201	30		29 - 1	23 - 1	30 - 1	33 - 1	28 - 1		96.67%	76.67%	100%	110%	93.33%	2
WE 220	30		22 - 1	15 - 1	18 - 1	25 - 1	18 - 4		73.33%	50%	60%	83.33%	60%	

BUSINESS MARKETING COURSES - PRODUCTIVITY (FTES/FTEF)

COURSE	FTES						FTES						PRODUCTIVITY					
	F 09	S 10	F 10	S 11	F 11	S 12	F 09	S 10	F 10	S 11	F 11	S 12	F 09	S 10	F 10	S 11	F 11	S 12
BUS 010		8.02	8.13	8.64	7.51	7.71		0.60	0.60	0.60	0.60	0.60		13.37	13.55	14.40	12.52	12.85
BUS 060		2.06		2.47	2.67	1.75												
BUS 124	3.7	4.94	3.29	3.29	5.76	2.78												
BUS 126	8.95	9.16	8.64	8.85	8.12	8.03	0.60	0.60	0.60	0.60	0.60	0.60	14.92	15.27	14.40	14.75	13.53	13.38
BUS/AG 132	3.39		3.19		3.60													
BUS 134																		
BUS 136		2.57		3.7		2.16		0.20		0.2		0.2		12.85		18.50		10.80
BUS 140																		
BUS 142																		
BUS 144		3.29		3.09		1.54		0.20		0.20		0.20		16.45		15.45		7.70
BUS 148				3.39						0.20						16.95		
BUS 210	6.34	10.80	21.76	16.29	19.54	13.03	1.08	0.54	1.08	0.81	1.08	0.81	5.87	20.00	20.15	20.11	18.09	16.09
BUS 220	4.11	9.94	5.49	9.94	7.2	6.69	0.27	0.54	0.27	0.54	0.27	0.54	15.22	18.41	20.33	18.41	26.67	12.39
BUS 260		5.45	5.49	2.06	3.39	1.95		0.40	0.20	0.20	0.20	0.20		13.63	27.45	10.30	16.95	9.75
CIS 101	30.65	25.10	28.7	24.98	29	22.1	1.80	1.60	2.00	1.80	2.00	1.60	17.03	15.69	14.35	13.88	14.50	13.81
CIS 102		3.70		3.19				0.07		0.07				52.86		45.57		
CIS 108		3.84		2.19		5.21		0.20		0.20		0.40		19.20		10.95		13.03
CIS 124	2.74	2.06	3.36	3.19	1.3	2.16	0.21	0.14	0.21	0.21	0.07	0.14	13.05	14.71	16.00	15.19	18.57	15.43
CIS 125	1.72	1.37	2.88	2.16	0.86	0.89	0.21	0.21	0.21	0.21	0.21	0.21	8.19	6.52	13.71	10.29	4.10	4.24
ECON 101	10.70	9.05	9.36	9.98	9.77	8.44	0.60	0.60	0.60	0.60	0.60	0.60	17.83	15.08	15.60	16.63	16.28	14.07
ECON 102	10.59	6.27	9.36	6.48	8.74	6.69	0.60	0.60	0.60	0.40	0.60	0.60	17.65	10.45	15.60	16.20	14.57	11.15
WE 201		0.99	0.79	1.03	1.13	0.96		0.07	0.07	0.07	0.07	0.07		14.14	11.29	14.71	16.14	13.71
WE 220		2.64	0.18	2.16	3.00	2.16		0.07	0.07	0.07	0.07	0.28		37.71	2.57	30.86	42.86	7.71

BUSINESS MARKETING COURSES - COMPLETION & SUCCESS RATES

COURSE	Completion Rate						Success Rate					
	F 09	S 10	F 10	S 11	F 11	S 12	F 09	S 10	F 10	S 11	F 11	S 12
BUS 010	72%	74%	72%	75%	84%	80%	61%	56%	41%	51%	58%	48%
BUS 060		95%		84%		88%		75%		68%		71%
BUS 124	56%	71%	84%	88%	70%	74%	53%	58%	69%	59%	61%	56%
BUS 126	66%	51%	79%	80%	82%	83%	39%	35%	56%	53%	56%	53%
BUS/AG 132	67%		71%		71%		58%		58%		63%	
BUS 134												
BUS 136		68%		69%		67%		44%		44%		57%
BUS 140												
BUS 142												
BUS 144		63%		70%		80%		53%		50%		53%
BUS 148				82%						70%		
BUS 210	87%	81%	86%	86%	77%	86%	56%	62%	74%	70%	62%	64%
BUS 220	88%	83%	97%	85%	86%	82%	63%	60%	97%	61%	81%	72%
BUS 260		92%		100%		74%		83%		95%		58%
CIS 101	81%	78%	84%	84%	85%	91%	57%	59%	53%	53%	59%	56%
CIS 102	93%	97%	93%	90%			68%	67%	93%	35%		
CIS 108		96%		88%		75%		96%		69%		63%
CIS 124	90%	98%	91%	95%	87%	86%	78%	90%	76%	81%	68%	67%
CIS 125	86%	90%	83%	87%	92%	81%	62%	75%	51%	64%	68%	69%
ECON 101	73%	81%	82%	82%	78%	91%	49%	61%	58%	61%	55%	60%
ECON 102	80%	84%	85%	90%	84%	97%	52%	67%	74%	60%	67%	68%
WE 201		97%	91%	83%	85%	82%		90%	83%	70%	64%	79%
WE 220		95%	93%	67%	92%	89%		95%	93%	67%	84%	89%

Recent Enrollment Demand: High _____ Medium (Core) _____ Low _____

Projection for Future Demand: Growing _____ Stable _____ Declining _____

Opportunity Analysis: (Successes, new curriculum development, alternative delivery mechanisms, interdisciplinary strategies, etc.)

The Marketing program provides students with education and training needed for entry-level marketing positions in areas such as government, retail, banking, and hospitality. In the area of marketing, LMI 2008-2018 Occupational Employment Projections for the El Centro Metropolitan Statistical Area (Imperial County) indicates that Advertising, Marketing, Promotions, Public Relations, and Sales Managers are projected to increase 11.1% from 180-200.

Summary of Program "Health" Evaluation: (Including consideration of size, score, productivity and quality of outcomes)

The Business Management, Marketing, and Financial Services programs share core courses and in the past have been combined and analyzed under a Business Administration grouping. From Fall 2009 to Spring 2012, a total of 6 certificates and 28 degrees have been awarded in these programs. Individually, enrollment is relatively low, but since the three programs share a common core with each other and with the even more popular Business Administration program, it allows students freedom to personalize their field of study to a certain degree. Average fill rates over the last three years in the core courses has remained high 85.22% (and this includes lower than average Spring '12 numbers that had to do with a school fee policy change which has since been reversed). In the Business Financial Services program, average productivity is a solid 15.01 per for the required coursework. Finally, both the completion rate (average 79%) and the success rate (average 57.4%) remained fairly constant over the period measured.

Student Learning Outcomes and Program Learning Outcomes

Course	units	# SLOs Identified	Spring 2012	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
BUS 124	3	5									
BUS 126	3	3	1	2							
BUS 132	3	4	2	3							
BUS 144	3	5	4								
BUS 210	4	4	1,2,3	1							
BUS 260	3	3		4							
CIS 101	3	3	2	3							

Student Learning Outcomes Assessment:

All SLO's in the program have been assessed at least once. The department continues to monitor, assess and update SLO's as necessary.

Program Learning Outcomes Assessment:

The PLO's for the Business Marketing were written with good intentions, but for a number of reasons proved to be less useful than we had hoped. Therefore, in Fall 2012, the Department rewrote all Program Learning Outcomes and will begin assessing these new outcomes with the Spring 2013 semester.

Future Goals of Program

We hope to put both the marketing course and the management course back online in the near future. These courses appeal to those students already in the field and so the asynchronous nature fits better into most working adults' schedules. Fill rates have been much higher in the online incarnations of these courses.

Resource requests from annual program review

1. This program like all the programs in the Business Department needs full-time secretarial support. The recent 50% cut in secretarial services it is creating additional difficulties for the program. Without proper staff support it is even harder for the program to grow and prosper.
2. Marketing help in the community.