

Figure 4.2 (Criterion 4.2) – Ferris State University College of Business

CPC PERFORMANCE DATA: Marketing

Performance Indicator		Analysis of Results											
Identified in Criterion 4.2	Identified in Criterion 4.1	Identified in Criterion 4.2	Identified in Criterion 4.4	Identified in Criterion 4.2									
What is your measurable goal?	What is your measurement instrument or process?	Current Results	Analysis of Results What did you learn from the results?	Action Taken or Improvement made or next step	Insert Graphs or Tables of Resulting Trends								
<p>Marketing: All students taking the Peregrine CPC exam will perform at or above all institutions in ACBSP Region 4 and equal to all ACBSP institutions in the exam pool on the Marketing topical area.</p>	<p>Peregrine CPC Exam:</p> <ul style="list-style-type: none"> Summative External Comparative Test takers less than 45 minutes excluded to eliminate "abandons" and "walk aways" as recommended by Peregrine. 	<p>For the past three years, results have exceeded all ACBSP Region 4 institutions and all ACBSP U.S. institutions.</p>	<p>Results trended upward during the past three years. R2 value = +0.36</p>	<p>While the trend is favorable, analysis on the sub-topical areas was given to faculty for evaluation to make sure this trend continues.</p>	<p style="text-align: center; font-size: small;">Longitudinal Comparison: Marketing</p> <table border="1" style="margin-left: auto; margin-right: auto; font-size: x-small;"> <thead> <tr> <th>Date Range</th> <th>Counts</th> </tr> </thead> <tbody> <tr> <td>9/1/2014 - 4/30/2015</td> <td>302</td> </tr> <tr> <td>9/1/2015 - 4/30/2016</td> <td>281</td> </tr> <tr> <td>9/1/2016 - 4/30/2017</td> <td>289</td> </tr> </tbody> </table>	Date Range	Counts	9/1/2014 - 4/30/2015	302	9/1/2015 - 4/30/2016	281	9/1/2016 - 4/30/2017	289
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