Figure 4.2 (Criterion 4.2) – Ferris State University College of Business **CPC PERFORMANCE DATA: Marketing Analysis of Results Performance Indicator** Identified in Identified in Criterion **Identified in Criterion 4.2** Identified in Criterion 4.1 **Identified in Criterion 4.2** Criterion 4.2 4.4 **Analysis of Action Taken or** What is your What is your Results Improvement What did you learn measurable measurement made or next instrument or process? Current Results goal? from the results? step **Insert Graphs or Tables of Resulting Trends** Marketing: Peregrine CPC Exam: For the past Results trended While the trend is Outbound Exam All students three years, upward during the favorable, analysis Summative taking the External results have past three years. on the sub-topical 100-Peregrine exceeded all areas was given Comparative CPC exam will ACBSP Region 4 R2 value = +0.36 to faculty for 90 • Test takers less than perform at or institutions and evaluation to 45 minutes excluded 80 all ACBSP U.S. above all make sure this to eliminate 70 institutions in institutions. trend continues. "abandons" and "walk ACBSP aways" as Aggregates Region 4 and Outbound ACBSP (US) - Accreditation recommended by Council for Business Schools and Programs. = 47.74 Outbound ACBSP Region 4 equal to all Peregrine. AĊBSP (Great Lakes Council Council) = 45.11 institutions in 30 the exam pool on the 20 Marketing 10 topical area. 9/1/2014 - 4/30/2015 9/1/2015 - 4/30/2016 9/1/2016 - 4/30/2017 Longitudinal Comparison: Marketing Counts Date Range 9/1/2014 - 4/30/2015 9/1/2015 - 4/30/2016 281 9/1/2016 - 4/30/2017