

Evaluation Report for Program Review Face to Face Meeting University of Wisconsin-Whitewater: Marketing (BBA) Majors and Minors, 2023-2024

Overview of review team evaluation, program comments:

This program received a “continue without qualification” result from the program review committee. Based on this result, the program chose not to meet for the face-to-face meeting and instead will review the results provided within the Department.

Recommended Actions:

Recommended Action #1

Continue to focus on strategic planning.

Recommended Action #2

Review assessment measures to ensure that they are capturing the information that the department needs to continue to deliver quality programs that ensure student growth and success.

Recommended Result:

Continuation without qualifications

Next Self-Study and/or Progress Report Due Dates:

1 - Next FULL self-study will be due to the Dean on May 1, 2030 and to the Assessment Office on August 1, 2030

For a copy of the full evaluation report and detailed comments, please reach out to the assessment office: assessment@uww.edu.