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| **Fall 2023 POCA Data Summary—MRKG, IBUS** |
| **Course** | **Minor Case Outcomes (meets or exceed POCA threshold\*)** | **Major Case Outcomes (meets or exceed POCA threshold\*)** | **Comments** |
| **IBUS 1354.000** | **7 of 7** | **1 of 1** | **Meets POCA threshold. No action.** |
| **MRKG 1311.000** | **2 of 2** | **1 of 1** | **Meets POCA threshold. No action.** |
| **MRKG 1311.001** | **4 of 6** | **0 of 1** | **Need review of assignments that did not meet POCA threshold. Action: clarify expectations with regard to two assignments, as well as the rubric.** |
| **MRKG 1311.002** | **2 of 4** | **N/A** | **One assignment was 73% which did not meet the threshold. The one assignment where only 46% had an 80 or higher was the first case. Action: clarify expectations with regard to two assignments, as well as the rubric.** |
| **MRKG 1311.003** | **4 of 5** | **1 of 1** | **One assignment did not meet POCA threshold. Action: review assignment instructions, as well as grading rubric.** |
| **MRKG 1311.004** | **3 of 3** | **N/A** | **Meets POCA threshold. No action.** |
| **MRKG 1311.005** | **0 of 3** | **1 of 1** | **Three assignments did not meet POCA threshold. Action: review assignment instructions, as well as grading rubric.** |
| **MRKG 1311.050** | **7 of 7** | **N/A** | **Meets POCA threshold. No action.** |
| **MRKG 2312.000** | **N/A** | **1 of 1** | **Meets POCA threshold. No action.** |
| **MRKG 2312.001** | **14 of 19** | **1 of 1** | **Five assignments did not meet the POCA threshold. Action: review assignment instructions, as well as grading rubric.** |
| **MRKG 2371.000** | **N/A** | **N/A** | **There were no cases assigned for this course per Andres** |

**\*POCA Threshold: 75% of students score 80% or higher on case assignments.**

**Definitions:**

* **Minor Case: Cases that are written or discussion-based but are not considered a major/final project**
* **Major Case: Cases that are a major/final project that comprise a significant percentage of the course grade. These are individual or group projects.**