

## Program-of-Study Exam Performance Data

Statistical data for each program-of-study exam are reviewed annually to determine how effectively the overall exam and individual items within the exam are performing. On average, 10% - 20% of the statistically weakest items are replaced. Additional reviews by subject matter experts focus on item validity relative to the research base (standards and performance indicators).

Relevant data for the period ending May, 2023:

### ***Standard Marketing (3-Credit)***

Examinees: 2,345

Mean Score: 69.5

Median Score: 73.0

Variance: 242.82

Standard Deviation: 15.6

Alpha (Reliability): .93

### ***Other Program-of-Study Exams***

Sample size less than required for analysis.

Psychometric data are based on analysis by statisticians at the Center on Education and Training for Employment, The Ohio State University.