

Course Assessment – Part A: Your Plan

#238

Your Email *

Please select your course & name from the drop-down menu. Contact Instructional Services if your course or name are incorrect or missing

CAS 102 – Marketing with Social Media – 1091641 – Ware – Fall 2017

Part A: Your Plan

Identify the uses of social media as a marketing tool.

[Directions](#)

1. Choose three of your course outcomes to assess and report on this term (these will also be used in your Student Course Evaluation survey):

Outcome #1 *

Outcome #2 *

Develop a social media marketing project designed to market a product or company.

Outcome #3 *

Identify guidelines for terms of service, copyright laws, privacy and community etiquette.

Have you completed an assessment for this course prior to this term? No

If yes, are you assessing different outcomes? Yes

Comments: N/A

2. To which degree(s) or certificate(s) does your course map?

- Web Development Assistant Certificate

[Degree, Certificate, & Program Outcomes](#)

Method of Assessment

SMM Tool Class Wiki Project--Students will collaborate and identify how to leverage different SMM tools for marketing including user demographics, monetization strategy, and market benefits, values and risks.

3. What methods will be used to assess individual student understanding of each of these outcomes? (Please be specific.)

Outcome #1: Method to assess student understanding *

Outcome #2: Method to assess student understanding *

The final project for this class is a Social Media Marketing plan that asks them to assemble a plan for their real or fictitious business. The plan includes a SWOT analysis, target audience profile, goals, objectives, strategies and tactics.

Outcome #3: Method to assess student understanding *

Crisis Management Case Study that asks students to address the items covered in this outcome based on real events.

4. How will you know if you were successful in your efforts to teach this outcome? 100% of the students who attempt this project earn 85% or higher.

Outcome #1: *

Outcome #2: How will you know if you were successful in your efforts to teach this outcome? * 100% of the students who attempt this project earn 85% or higher.

Outcome #3: How will you know if you were successful in your efforts to teach this outcome? * 100% of the students who attempt this project earn 85% or higher.

5. Instructor Questions: Create two course specific questions to be included on the Student Course Evaluation.

Question #1**Question #2**

Do you require the names of students who complete the course evaluation survey? NO

Reminder, when completing Part B, instructors will be asked the following questions:

- 1. Describe anything you did to support the institutional effort to support students in improving "Sources and Evidence" and/or "Organization and Presentation" for the CLO Communication**
- 2. Describe anything you did to support the institutional effort to support students in improving "Student Position" and/or "Evaluate Potential Solutions" for the CLO Critical Thinking/Problem Solving**

Created 26 Sep 2017 8:31:29 PM	
PUBLIC	