

Marketing Certificate		Students who successfully complete the Marketing Certificate will be able to:									
Outcome 1		Analyze market situations and evaluate possible marketing solutions in the context of a domestic business setting.									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 223	Marketing	fall	10	7	3	0	0	0	3.70	0	
<b>TOTALS</b>			10	7	3	0	0	0	3.70	0	
% students earning C or higher			100.00%	% students earning B or higher						100.00%	
Marketing Certificate		Students who successfully complete the Marketing Certificate will be able to:									
Outcome 2		Communicate effectively with customers, suppliers, employees, and other stakeholders using standard business terminology.									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 238	Sales	winter									
BA 205	Solving Comm Prob with Technology	spring	22	17	3	2	0	0	3.68	1	
<b>TOTALS</b>			26	18	6	2	0	0	3.62	2	
% students earning C or higher			100.00%	% students earning B or higher						92.31%	
Marketing Certificate		Students who successfully complete the Marketing Certificate will be able to:									
Outcome 3		Work effectively in a team or group setting.									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 205	Solving Comm Prob with Technology	spring	22	17	3	2	0	0	3.68	1	
<b>TOTALS</b>			22	17	3	2	0	0	3.68	1	
% students earning C or higher			100.00%	% students earning B or higher						90.91%	

Marketing Certificate		Students who successfully complete the Marketing Certificate will be able to:									
Outcome 4		Develop marketing plans including elements of an environmental analysis, strategic marketing analysis, and marketing mix.									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 223	Marketing	fall	10	7	3	0	0	0	3.70	0	
<b>TOTALS</b>			10	7	3	0	0	0	3.70	0	
% students earning C or higher			100.00%	% students earning B or higher					100.00%		
Marketing Certificate		Students who successfully complete the Marketing Certificate will be able to:									
Outcome 5		Use computer applications for appropriate marketing analysis, presentations, and reports.									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 205	Solving Comm Prob with Technology	spring	22	17	3	2	0	0	3.68	1	
<b>TOTALS</b>			22	17	3	2	0	0	3.68	1	
% students earning C or higher			100.00%	% students earning B or higher					90.91%		
Marketing Certificate		Students who successfully complete the Marketing Certificate will be able to:									
Outcome 6		Practice within the ethical and moral issues of business organizations.									
Course Prefix & #	Course Title	term	Total # of students receiving letter grade	A	B	C	D	F	Average for students receiving letter grade	students receiving an I or W	
BA 224	Human Resources Management	fall	18	18	0	0	0	0	4.00	0	
<b>TOTALS</b>			18	18	0	0	0	0	4.00	0	
% students earning C or higher			100.00%	% students earning B or higher					100.00%		