

Assessment of Outcomes Achievement: Marketing Certificate

1. Describe assessment results.

All scoring is done through the final course grades. The courses that are involved in this process were picked by the department and are:

<b>Outcome</b>	<b>Course</b>
<b>1</b>	BA223 Principles of Marketing
<b>2</b>	BA238 Principles of Sales BA205 Solving Business Communication Problems with Technology
<b>3</b>	BA205 Solving Business Communication Problems with Technology
<b>4</b>	BA223 Principles of Marketing
<b>5</b>	BA205 Solving Business Communication Problems with Technology
<b>6</b>	BA224 Human Resources Management

The goal for all outcomes:

2013-14 Goal: 80% C or better

2014-15 Goal: 80% C or better

The results for outcomes are:

a. In 2013-14

i. 100% passed with C or higher for outcomes 1-6.

2. Identify any changes that should, as a result of this assessment, be implemented towards improving student's attainment of degree, certificate, or program outcomes.

i. The assessment show no changes needed.

3. Describe your plan for implementation of any changes.

i. 2014-15 the department will keep the same classes, same assessment tools and same percentage for another year.

4. Departmental faculty involvement.

i. The BA department reviews their percentage scores at each Fall in-service and makes recommendations to the Department Chair and Director as to their plan for the following year. The Department Chair writes up the plan and submits them by the end of October of each year.

5. Evaluate the assessment strategy.

i. The assessments courses, tools and percentages appear to be working well for this department.

6. Additional comments.

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