

2014-15 Outcome Assessment Plan: **Business Administration – Marketing Cert.**

1. Outcome	2. Criteria or Target	3. Measurement Tool (course)	4. When/how and by who analysis of assessment will be accomplished
Students who successfully complete the Marketing Certificate will be able to:			
1. Analyze market situations and evaluate possible marketing solutions in the context of a domestic business setting.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 223 Marketing	Analysis by business administration will take place Fall 2015
2. Communicate effectively with customers, suppliers, employees, and other stakeholders using standard business terminology.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Winter</u> BA 238 Sales <u>Spring</u> BA 205 Solving Business Communication Problems with Technology	Analysis by business administration will take place Fall 2015
3. Work effectively in a team or group setting.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 205 Solving Business Communication Problems with Technology	Analysis by business administration will take place Fall 2015
4. Develop marketing plans including elements of an environmental analysis, strategic marketing analysis, and marketing mix.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 223 Marketing	Analysis by business administration will take place Fall 2015
5. Use computer applications for appropriate marketing analysis, presentations, and reports.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 205 Solving Business Communication Problems with Technology	Analysis by business administration will take place Fall 2015
6. Practice within the ethical and moral issues of business organizations.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 224 Human Resources Management	Analysis by business administration will take place Fall 2015

Submitted by: Grace Windsheimer

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