

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	9	5	1	1	1	1	2.89	0	
<b>TOTALS</b>			9	5	1	1	1	1	2.89	0	
% students earning C or higher			77.78%	% students earning B or higher						66.67%	
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	17	11	4	1	0	1	3.41	3	
<b>TOTALS</b>			22	16	4	1	0	1	3.55	4	
% students earning C or higher			95.45%	% students earning B or higher						90.91%	
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	17	11	4	1	0	1	3.41	3	
<b>TOTALS</b>			17	11	4	1	0	1	3.41	3	
% students earning C or higher			94.12%	% students earning B or higher						88.24%	

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	9	5	1	1	1	1	2.89	0	
<b>TOTALS</b>			9	5	1	1	1	1	2.89	0	
% students earning C or higher			77.78%	% students earning B or higher			66.67%				
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	17	11	4	1	0	1	3.41	3	
<b>TOTALS</b>			17	11	4	1	0	1	3.41	3	
% students earning C or higher			94.12%	% students earning B or higher			88.24%				
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	20	13	4	0	0	3	3.20	0	
<b>TOTALS</b>			20	13	4	0	0	3	3.20	0	
% students earning C or higher			85.00%	% students earning B or higher			85.00%				