

CTE Outcome Assessment Plan 2015-16:

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 	<p>Fall BA 223 Marketing</p>	77.78% of students earned a "C" or higher
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 	<p>Winter BA 238 Sales</p> <p>Spring BA 205 Solving Business Communication Problems with Technology</p>	95.45% of students earned a "C" or higher
3. Work effectively in a team or group setting.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<p>Spring BA 205 Solving Business Communication Problems with Technology</p>	94.12% of students earned a "C" or higher
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 	<p>Fall BA 223 Marketing</p>	77.78% of students earned a "C" or higher
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 	<p>Spring BA 205 Solving Business Communication Problems with Technology</p>	94.12% of students earned a "C" or higher
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 	<p>Fall BA 224 Human Resources Management</p>	85% of students earned a "C" or higher

Submitted by: Stephen M. Shwiff

Date: March 9, 2017

Analysis

1. Describe assessment results.

Student achievement of Outcomes 2, 3, 5 and 6 exceeded the goal of 80% of students earning a C or higher. Students did not meet expected goals for Outcomes 1 and 4, with only 77.78% of students earning a “C” or higher.

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

None at this time.

3. Describe your plan for implementation of any changes.

4. Departmental faculty involvement.

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.

The department should continue to review this assessment tool because using one class to assess a certificate makes the assessment very narrow and subject to the vicissitudes of the class make up any given year. Either more classes or the same class over a period of years would provide a better understanding of what changes may be necessary in the future.

6. Reflect on any adjustments you made from the last assessment of this degree or certificate and their effectiveness in student achievement of outcomes?

None at this time

7. Additional comments.