

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 	Fall BA 223 Marketing	Analysis by business administration will take place Fall 2016
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 	Winter BA 238 Sales Spring BA 205 Solving Business Communication Problems with Technology	Analysis by business administration will take place Fall 2016
3. Work effectively in a team or group setting.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	Spring BA 205 Solving Business Communication Problems with Technology	Analysis by business administration will take place Fall 2016
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 	Fall BA 223 Marketing	Analysis by business administration will take place Fall 2016
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 	Spring BA 205 Solving Business Communication Problems with Technology	Analysis by business administration will take place Fall 2016
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 	Fall BA 224 Human Resources Management	Analysis by business administration will take place Fall 2016