

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									
			<b>TOTALS</b>								
			% students earning C or higher	100.00%					% students earning B or higher	83.33%	
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	not offered	0	0	0	0	0	0	#DIV/0!	0	
BA 205	Solving Comm Prob with Technology	spring	12	6	2	2	0	2	2.83	3	
			<b>TOTALS</b>	12	6	2	2	0	2	2.83	3
			% students earning C or higher	83.33%					% students earning B or higher	66.67%	
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	12	6	2	2	0	2	2.83	3	
			<b>TOTALS</b>	12	6	2	2	0	2	2.83	3
			% students earning C or higher	83.33%					% students earning B or higher	66.67%	

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									
			<b>TOTALS</b>								
			% students earning C or higher	100.00%					% students earning B or higher	83.33%	
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	12	6	2	2	0	2	2.83	3	
			<b>TOTALS</b>	12	6	2	2	0	2	2.83	3
			% students earning C or higher	83.33%					% students earning B or higher	66.67%	
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	8	7	0	1	0	0	3.75	0	
			<b>TOTALS</b>	8	7	0	1	0	3.75	0	
			% students earning C or higher	100.00%					% students earning B or higher	87.50%	