

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>	Analysis by business administration will take place Fall 2017
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>	Analysis by business administration will take place Fall 2017
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>	Analysis by business administration will take place Fall 2017
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>	Analysis by business administration will take place Fall 2017
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>	Analysis by business administration will take place Fall 2017
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>	Analysis by business administration will take place Fall 2017