

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 	<u>Fall</u> BA 223 Principles of Marketing	Analysis by business administration will take place in 2022-23 Program Review
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 	<u>Winter</u> BA 238 Principles of Sales <u>Spring</u> BA 205 Business Communication	Analysis by business administration will take place in 2022-23 Program Review
3. Work effectively in a team or group setting.	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 205 Business Communication	Analysis by business administration will take place in 2022-23 Program Review
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 	<u>Fall</u> BA 223 Principles of Marketing	Analysis by business administration will take place in 2022-23 Program Review
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 	<u>Spring</u> BA 205 Business Communication	Analysis by business administration will take place in 2022-23 Program Review
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 	<u>Fall</u> BA 224 Human Resources Management	Analysis by business administration will take place in 2022-23 Program Review