

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	Principles of Marketing	fall (cancelled due to	0	0	0	0	0	0	#DIV/0!	0	
<b>TOTALS</b>			0	0	0	0	0	0	#DIV/0!	0	
% students earning C or higher			#DIV/0!	% students earning B or higher						#DIV/0!	
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 223	Principles of Marketing	fall (cancelled due to	0	0	0	0	0	0	#DIV/0!	0	
BA 205	Business Communication	spring	12	6	2	2	0	2	2.83	1	
<b>TOTALS</b>			12	6	2	2	0	2	2.83	1	
% 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	Business Communication	spring	12	6	2	2	0	2	2.83	1	
<b>TOTALS</b>			12	6	2	2	0	2	2.83	1	
% 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	Principles of Marketing	fall (cancelled due to	0	0	0	0	0	0	#DIV/0!	0	
<b>TOTALS</b>			0	0	0	0	0	0	#DIV/0!	0	
% students earning C or higher			#DIV/0!	% students earning B or higher						#DIV/0!	
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	Business Communication	spring	12	6	2	2	0	2	2.83	1	
<b>TOTALS</b>			12	6	2	2	0	2	2.83	1	
% 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									
<b>TOTALS</b>											
% students earning C or higher			100.00%	% students earning B or higher						100.00%	