

| 1. Outcome | 2. Criteria or Target | 3. Measurement Tool (course) | 4. When/how and by who analysis of assessment will be accomplished |
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| 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 |