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Please select your course and name from the drop-down menu. If your course or name are incorrect or missing, contact the Curriculum and Assessment Administrative Assistant, 541-506-6037 or [swade@cgcc.edu](mailto:swade@cgcc.edu).

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BA 223- Principles of Marketing- Mark Adams- Spring 2023

**\* Part A: Your Plan DIRECTIONS 1. Choose three of your course outcomes to assess and report on this term (these will also be used in your Student Course Evaluation survey): Outcome #1**

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Apply the concept of market segmentation and target market identification to assess basic viability of product or service launch.  
Successful: Students have demonstrated learning how to segment markets as it relates to a marketing launch.

**\* Outcome #2**

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Apply basic SWOT analysis to a company's product or service by evaluating the external and internal environment.  
Successful: We completed this activity as a group and students demonstrated knowledge how how to do this successfully.

**\* Outcome #3**

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Link the consumer decision making process (routine, limited, extensive) to the type of product thus understanding the basic marketing mix that is required for that product.  
Successful: Students have demonstrated an understanding of consumer decision-making and how to design a marketing mix.

**Have you completed an assessment for this course prior to this term?**

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No

**If yes, are you assessing different outcomes?**

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No

**Comments:**

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(No response)

**2. To which degree(s) or certificate(s) does your course map? Degree, Certificate, & Program Outcomes**

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BUSINESS & ENTREPRENEURSHIP

**\* Method of Assessment 3. What methods will be used to assess individual student understanding of each of these outcomes? (Please be specific.) Outcome #1: Method to assess student understanding**

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Student discussion in class and homework completion.

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**\* Outcome #2: Method to assess student understanding**

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Group class discussion about topic, and homework completion.

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**\* Outcome #3: Method to assess student understanding**

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Class exercise and successful homework.

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**\* 4. How will you know if you were successful in your efforts to teach this outcome? Outcome #1:**

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Student explanations and successful homework/exams.

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**\* Outcome #2: How will you know if you were successful in your efforts to teach this outcome?**

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Discussion in class and successful homework/exams.

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**\* Outcome #3: How will you know if you were successful in your efforts to teach this outcome?**

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Group discussion and successful homework/exams.

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**5. Instructor Questions: Create two course specific questions to be included on the Student Course Evaluation. Question #1**

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What is your understanding of the consumer decision-making process?

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**Question #2**

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Explain key elements of the consumer marketing mix.

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**Do you require the names of students who complete the course evaluation survey? (Please note: names will be sent to instructors the Thursday before term ends)**

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NO

**Reminder, when completing Part B, instructors will be asked the following questions: Describe anything you did to assist the institutional effort to support students in improving achievement of the specified criteria for the following Institutional Learning Outcomes (ILO): 1. ILO#1 - Communication - "Content Development" and/or "Control of Syntax and Mechanics" 2. ILO#2 - Critical Thinking/Problem Solving - "Evidence" and/or "identify strategies" 3. ILO#4 - Cultural Awareness - "Curiosity" (Encouraging our students to "Ask deeper questions about other cultures and seek out answers to these questions") 4. ILO#5 - Community and Environmental Responsibility - "Understanding Global Systems" and/or "Applying Knowledge to Contemporary Global Contexts" 5. ILO#3 - Quantitative Literacy - "Application/Analysis" and/or "Assumptions"**

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(No response)