

**Marketing Management – Certificate, AAS
 Program Learning Outcomes**

Marketing Core Courses

Certificate MKG 1030, MKTG 1050, MKTG 1070, MKTG 1300, MKTG 1480	AAS Degree MKTG 1030, MKTG 1050, MKTG 1070, MKTG 1300, MKTG 1480, MKTG 2100, MKTG 2120, MKTG 2400, MKTG 2500, MKTG 2810
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SLCC Learning Outcome #1 – Substantive Knowledge

Marketing Program Learning Outcome #1

Certificate of Marketing Management	Associate of Applied Science
1.1a Exhibit in writing and orally an understanding of the Marketing Mix and its role in business.	1.1b Synthesize in writing and orally an understanding of marketing theory and practical application of marketing techniques.
1.2a Create and deliver effective presentations that include visual and oral communication methods to peers or local business professionals.	1.2b Create and deliver effective presentations that include visual and oral communication methods to peers and local business professionals.
1.3a Develop strategies to successfully present an effective advertising/promotional campaign.	1.3b Develop strategies to successfully present an effective advertising/promotional campaign. Design an E-commerce Web site.
1.4a Develop and deliver sales presentations.	1.4b Develop and deliver sales presentations.
1.5a Identify and satisfy client needs.	1.5b Identify and satisfy client needs.
1.6a Perform data analyses: <ul style="list-style-type: none"> - Analyze demographic and psychographic data - Conduct primary and secondary research 	1.6b Perform data analyses: <ul style="list-style-type: none"> - Analyze demographic and psychographic data - Conduct and analyze primary and secondary research - Develop survey tools and analyze resulting quantitative data - Set up focus groups and analyze resulting qualitative data
1.7a Use marketing data and information for decision making on a level appropriate for a first-year student.	1.7b Use marketing data and information terminology for decision making on a level appropriate for a second-year student employing strategic planning and marketing plan management.
1.8a Critically evaluate messages communicated through media and determine the impact on individual behavior and society as a whole.	1.8b Critically evaluate messages communicated through media and determine the impact on individual behavior and society as a whole.
1.9a Analyze marketing strategies: <ul style="list-style-type: none"> - Perform SWOT analyses - Evaluate specific product marketing - Review company marketing - Examine Internet Web sites 	1.9b Analyze marketing strategies: <ul style="list-style-type: none"> - Perform SWOT analyses - Evaluate specific product marketing - Review company marketing - Compare and evaluate Internet Web sites - Identify unique issues related to international marketing
1.10a Use appropriate marketing terminology in writing and orally on a level appropriate for a first-year student.	1.10b Use appropriate marketing terminology in writing and orally on a level appropriate for a second-year student.

Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 80% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.

SLCC Learning Outcome #2 – Communicate Effectively

Marketing Program Learning Outcome #2

- 2.1 Validate the ability to communicate effectively by successfully completing MKTG core courses.
- 2.2 Display an ability to communicate effectively by successfully completing ENGL 1010 and BUS 2200.
- 2.3 Communicate effectively while working in teams.
- 2.4 Communicate effectively while presenting analyses on case studies.

Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 80% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the indicator concerns a general education or elective course, passing the course is the desired outcome.

SLCC Learning Outcome #3 – Develop Quantitative Literacies

Marketing Program Learning Outcome #3

- 3.1 Display quantitative literacy by successfully completing MKTG core courses.
- 3.2 Display quantitative literacy by successfully completing FIN 1380 and ACCT 1220.
- 3.3 Show an ability to analyze marketing data.
- 3.4 Solve pricing strategy problems at the appropriate level of difficulty (e.g., homework, class projects and exams.).

Program Performance Indicators

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- When the outcome lends itself to an indirect measurement, 80% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the indicator concerns a general education or elective course, passing the course is the desired outcome.

SLCC Learning Outcome #4 - Think Critically

Marketing Program Learning Outcome #4

- 4.1 Establish the ability to think critically by successfully completing MKTG core courses.
- 4.2 Establish the ability to think critically in the communication process by successfully completing BUS 2200.
- 4.3 Extract relevant marketing research, process the data appropriately, draw reasonable conclusions and present both oral and written marketing strategies.
- 4.4 Read, review, analyze and present solutions to marketing case studies in classroom work, out-of-class projects and exams.
- 4.5 Think critically when involved in team projects.
- 4.6 Solve marketing problems at the appropriate level of difficulty (e.g., homework, class projects and exams)

Program Performance Indicators

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- When the outcome lends itself to an indirect measurement, 80% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the indicator concerns a general education or elective course, passing the course is the desired outcome.

SLCC Learning Outcome #5 – Develop the Knowledge and Skills to be Civically Engaged

Marketing Program Learning Outcome #5

- 5.1 Participate in classroom or professional organization situations.
- 5.2 Recognize the ethical considerations that are inherently involved in marketing.
- 5.3 Engage in principled dialogue on civic issues in a professional and constructive manner.
- 5.4 Exhibit civic responsibility by volunteering with a non-profit organization.

Program Performance Indicators

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- When the outcome lends itself to an indirect measurement, 80% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the indicator concerns a general education or elective course, passing the course is the desired outcome.