Program Outcomes Guide

Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Program Title: Management Certificate, Option in Marketing

Date: Spring 2017

Program Team: Stacey McGee, Business Faculty

Expected Learning Outcomes:

1. Develop a broad understanding of the role of various components of marketing and business.
2. Discuss ethical implications in relation to marketing.
3. Demonstrate knowledge of today’s business environment (legal, financial, and economic).
4. Provide an understanding of the impacts of current social issues, diversity, and globalization on marketing.

Assessment (How do or will students demonstrate achievement of each outcome?)

Most data are collected from exam questions from the various courses in this program. In each case, common exam questions are used in all sections of the course and the results of those common questions are reported here.

Validation (What methods have you used or will you use to validate your assessment?)

The test questions are taken from the publisher’s test bank. It is assumed that the publisher validates these questions and tests them for reliability.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>ECO 201</th>
<th>ECO 202</th>
<th>MGT 103</th>
<th>MGT 104</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: Develop an understanding of the terminology and concepts of management</td>
<td>67%</td>
<td>79%</td>
<td>81%</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td>#2: Develop a broad understanding of the role of various components of business.</td>
<td>77%</td>
<td>75%</td>
<td>76%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>#3: Develop critical thinking skills for various management situations experienced as a manager.</td>
<td>82%</td>
<td>80%</td>
<td>79%</td>
<td>72%</td>
<td>78%</td>
</tr>
</tbody>
</table>
Follow-up (How have you used or how will you use the data to improve student learning?)

Student met the goal for all but 2 of the outcomes (#7 and #8).

This POG still reflects significant differences between the Management Certificate and the Management – Marketing Option Certificate. Changes to the program were approved in SP17 and will be in effect next academic year. This program will then be more closely aligned with the Management Certificate.

Budget Justification (What resources are necessary to improve student learning?)

Current resources are adequate