



ALAMO  
COLLEGES

PALO ALTO COLLEGE

**Program Student Learning Assessment Plan/Report**  
**Academic Year 2010-11**

**Program/Award: Business Management: Marketing Level 1 AAS Certificate**

**Program Lead Faculty: Veronica Rosas-Tatum**

**Department Chair: Dean Shelman**

Outcome #1	Demonstrate knowledge and computer-related skills for entry into the marketing career field.
Measures	Concept- and hands-on skill performance assessments through case study analyses and written assignments, oral presentations, and project work will be used to appropriately assess the total set of knowledge, skills, and abilities of the students.
Targets	70% of assessed students will achieve a passing grade on the case study analyses and written assignments, oral presentations, and project work in the MRKG 1311 Principles of Marketing.
Findings	2010-11: number of students = 67; number passed = 42 ; pass rate: 63 % 2009-10: number of students = 35; number passed = 33 ; pass rate: 94 % 2008-09: number of students = 20 ; number passed = 20 ; pass rate:100% 2007-08: number of students = 12 ; number passed = 12; pass rate: 100%
Assessment of Previous Cycle's Action Plan	Develop a rubric to assess the case study analyses – On going Develop a rubric to assess the written assignments - On going Develop a rubric to assess the oral presentations - On going Develop a rubric to assess the project work - On going Monitor delivery methodology and use of course materials to ensure integration of knowledge and skills for semester project. - On going
New Action Plans	Develop a rubric to assess the case study analyses Develop a rubric to assess the written assignments Develop a rubric to assess the oral presentations Develop a rubric to assess the project work Monitor delivery methodology and use of course materials to ensure integration of knowledge and skills for semester project. Utilize strategies consistent with those employed in high risk courses