



ALAMO  
COLLEGES

PALO ALTO COLLEGE

**Program Student Learning Assessment**

**Plan/Report**

**Academic Year** 2011-12

**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	2011-12: number of students = 50; number passed = 48 ; pass rate: 96 % 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%
Assessment of Previous Cycle's Action Plan	Develop a rubric to assess the case study analyses – Completed Develop a rubric to assess the written assignments – Completed Develop a rubric to assess the oral presentations – Not Viable Develop a rubric to assess the project work - Completed Monitor delivery methodology and use of course materials to ensure integration of knowledge and skills for semester project. - Ongoing Utilize strategies consistent with those employed in high risk courses - Completed
New Action Plans	Monitor delivery methodology and use of course materials to ensure integration of knowledge and skills for semester project. Course is no longer at the high risk course status; Continue to monitor passing rate