



Program Assessment Report

Program/Award: Business Management: Marketing Level 1 AAS Certificate
Academic Year: 2012-13
Program Lead Faculty: Veronica Rosas-Tatum
Department Chair: Dean Shelman

Program Learning Outcome #1	Demonstrate knowledge and computer-related skills for entry into the marketing career field.
Courses in the degree plan that address this outcome	MRKG 1311
Assessment Method	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 for Achievement	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.
Results	2012-13 :number of students = 144; number passed = 109; pass rate: 76% 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% 2007-08: number of students = 12 ; number passed = 12; pass rate: 100%
Target Met or Not Met	Met
New action plan for improvement of student learning	Course passing rate is lower than previous year; there was a 110% increase in enrollment with six sections offered during this assessment period. Ongoing discussions with faculty assigned to this course and review of mid-term grades will ensure focus in monitoring
Evaluation of previous cycle's action plans	Monitor delivery methodology and use of course materials to ensure integration of knowledge and skills for semester project. - completed Course is no longer at the high risk course status; Continue to monitor passing rate. - ongoing