



ALAMO
COLLEGES

PALO ALTO COLLEGE

Career and Technical Education Degrees and Certificates

Business Management: Marketing Level I AAS Certificate

#1	<p>Marketing Certificate Student Learning Outcome</p> <p>Demonstrate knowledge and computer-related skills for entry into the marketing career field.</p> <p><u>MRKG 1311 Principles of Marketing</u> Introduction to the marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research.</p>
	<p>Courses in the degree/certificate plan that address this outcome</p> <p>MRKG 1311</p>
	<p>Assessment Measure for this Outcome: 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.</p>
	<p>Achievement Target for this Measure: 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.</p>
	<p>Findings</p>
	<p>Related Action Plans:</p> <ul style="list-style-type: none">• 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• Utilize Early Alert resources and instructor-initiated intervention methods as needed.• Monitor delivery methodology and use of course materials to ensure integration of knowledge and skills for semester project.