

**COURSE SLO ASSESSMENT REPORT, SCC**

Department: Business Course: Mktg 113 – Principles of Marketing

Year: 2012 Semester: Spring

1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
<p>Be able to recognize and identify problems faced in a business marketing environment and learn strategies for countering these challenges.</p>	<p>Self-assessment and project analysis</p>	<p>92% students achieved this outcome.</p>	<p>92% students achieved this outcome. 8% students were unable to do this half the time or less. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and individual help for student.</p>
<p>Students will also be able to relate the importance of marketing to business success.</p>	<p>Self-assessment and project analysis</p>	<p>96% of students achieved this outcome</p>	<p>96% of students achieved this outcome – Only 4% were unable to do this adequately This objective was met to a satisfactory level</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>
<p>Be able to apply marketing principles to identify and influence target markets of an organization.</p>	<p>Self-assessment and project analysis</p>	<p>96% of students achieved this outcome</p>	<p>96% of students achieved this outcome – Only 4% were unable to do this adequately This objective was met to a satisfactory level</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>

<p>Students will also learn about different methods of market segmentation and how companies use this information to meet corporate goals.</p>	<p>Self-assessment and project analysis</p>	<p>100% have achieved the first part of this objective but almost 14% were less able to describe how the information is used.</p>	<p>100% have achieved the first part of this objective but almost 14% were less able to describe how the information is used. The first part of this objective was met to a satisfactory level but the second half could use some improvement</p>	<p>Improve presentation of materials and individual help for student. Continue to monitor student understanding and ability to apply the concepts</p>
<p>Learn to recognize and identify marketing campaigns and the strategies used to entice them to buy products in their daily lives.</p>	<p>Self-assessment and project analysis</p>	<p>96% of students achieved this outcome</p>	<p>96% of students achieved this outcome – Only 4% were unable to do this adequately This objective was met to a satisfactory level</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>
<p>Students will be able to distinguish between wants and needs, recognize the emotional “triggers” used in marketing and understand how persuasion is accomplished through various marketing tactics.</p>	<p>Self-assessment and project analysis</p>	<p>93% of students achieved the first part of this outcome.</p>	<p>93% of students achieved the first part of this outcome – but only 89% met the second part adequately. This objective was mostly met but could use some improvement</p>	<p>Improve presentation of materials and individual help for student. Provide more individual explanations and examples.</p>

<p>Learn about careers in marketing and recognize differences between career paths within the field.</p>	<p>Self-assessment and project analysis</p>	<p>96% were able to identify careers and career paths within the field.</p>	<p>96% of students achieved this outcome – Only 4% were unable to do this adequately This objective was met to a satisfactory level</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>
<p>Did the course meet the objectives described in the course overview.</p>	<p>Self-assessment</p>	<p>97% of the students felt the class met all of the objectives described in the course overview.</p>	<p>This objective was mostly met but could use some improvement</p>	<p>Continue to monitor student understanding and ability to apply the concepts</p>