

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to explain the marketing concept and the ability to identify the sub-sets of the marketing mix.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to identify the four types of consumer goods and analyze the factors in the consumer market affecting buying behavior and expenditures.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to discuss the six stages in the product life cycle including the seven steps in the product development model.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to discuss the various types of branding and explain the functions of product packaging and labeling.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to identify and differentiate the major types of retail outlets.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2;
90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to identify the major physical distribution functions and demonstrate the ability to identify the five major modes of transportation and explain their relative advantages and disadvantages.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to explain the concept of the promotional life-cycle and explain the five parts of the promotion mix.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to identify the choices available to a firm in the creation of advertising.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2; 90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to identify and explain the eight steps in the selling process.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2;
90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to differentiate between the major pricing methods.

2. Means of Assessment (Measurement Method)

Exams 1, 2, and 3 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exams 1, 2, and 3.

4. Summary of Evidence

90% of students scored 77% or higher on Exam # 1; 90% of students scored 77% or higher on Exam # 2;
90% of students scored 77% or higher on Exam # 3.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to work collaboratively in a group.

2. Means of Assessment (Measurement Method)

Participation and completion of the semester-long, group project will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher of the cumulative points possible on the group project.

4. Summary of Evidence

92% of students scored 77% or higher on the group project.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to analyze the process of market segmentation through the use of psychographics and demographics.

2. Means of Assessment (Measurement Method)

Students will participate in and complete a semester-long, group project.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher of the cumulative points possible on the group project.

4. Summary of Evidence

92% of the students completed the project with a score of 77% or higher.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

Crafton Hills College - Outcomes Assessment Report

Course: MARKET-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to evaluate the various types of research preceding development of an ad campaign.

2. Means of Assessment (Measurement Method)

Students will be required to participate in and complete a semester-long, group project.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher of the cumulative points possible on the project.

4. Summary of Evidence

92% of students completed the group project with a score of 77% or higher.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.