

# Crafton Hills College - Outcomes Assessment Report

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**Program: Business Administration**

**Term: XXXX**

**Date:**

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## *1. Program Outcomes Statement*

- Present and discuss contemporary business principles, practices, and organizations
- Effectively explain and apply marketing principles pertaining to promotion, advertising, public relations, and personal selling.

## *2. Means of Assessment (Measurement Method)*

- Oral presentation of course project identifying a specific business to be studied and a specific product of that business to study; creation of a new product to compete against the existing product; and development of a marketing plan and strategy for introduction of the product
- This is a four-part project culminating with a final, formal presentation during finals week
- Submission of a memo describing the three most important points learned during the completion of this project

## *3. Criteria for Success (Benchmark)*

(left blank by respondent)

## *4. Summary of Evidence*

To be completed after the outcome has been assessed.

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

To be completed after the outcome has been assessed.