

# Crafton Hills College - Outcomes Assessment Report

---

**Program: Marketing**

**Term: XXXX**

**Date:**

---

## *1. Program Outcomes Statement*

Demonstrate the ability to 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 presenting a marketing strategy and plan for a specific business entity, e.g., San Bernardino International Airport, Crafton Hills College
- Presentation will incorporate current situations, demographics, marketing research, and marketing recommendations.
- This is a four-part project culminating with a final, formal presentation during finals week
- Individual submission of 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.