

# Course Summary Report

**Year**  **Period**   
**Department**  **Discip**  **Course**

## Course SLOs

#	SLO Statement	# of Students Meeting SLO Rubric				# 3 or higher	% 3 or higher
		1	2	3	4		
1	Students will demonstrate the ability to analyze the process of market segmentation through the use of psychographics and demographics. Terms: 2024FA, 2025SM, 2025SP	4	3	3	40	43	86.00%
2	Students will demonstrate the ability to differentiate between the major pricing methods. Terms: 2024FA, 2025SM, 2025SP	4	3	3	40	43	86.00%
3	Students will demonstrate the ability to discuss the six stages in the product life cycle including the seven steps in the product development model. Terms: 2024FA, 2025SM, 2025SP	4	3	3	41	44	86.27%
4	Students will demonstrate the ability to discuss the various types of branding and explain the functions of product packaging and labeling. Terms: 2024FA, 2025SM, 2025SP	4	3	3	40	43	86.00%
5	Students will demonstrate the ability to evaluate the various types of research preceding development of an ad campaign. Terms: 2024FA, 2025SM, 2025SP	4	3	3	41	44	86.27%
6	Students will demonstrate the ability to explain the concept of the promotional life-cycle and explain the five parts of the promotion mix. Terms: 2024FA, 2025SM, 2025SP	4	3	3	40	43	86.00%
7	Students will demonstrate the ability to explain the marketing concept and the ability to identify the sub-sets of the marketing mix. Terms: 2024FA, 2025SM, 2025SP	4	3	3	41	44	86.27%
8	Students will demonstrate the ability to identify and differentiate the major types of retail outlets. Terms: 2024FA, 2025SM, 2025SP	4	3	3	40	43	86.00%
9	Students will demonstrate the ability to identify and explain the eight steps in the selling process. Terms: 2024FA, 2025SM, 2025SP	4	3	3	40	43	86.00%
10	Students will demonstrate the ability to identify the choices available to a firm in the creation of advertising. Terms: 2024FA, 2025SM, 2025SP	4	3	3	41	44	86.27%

#	SLO Statement	# of Students Meeting SLO Rubric				# 3 or higher	% 3 or higher
		1	2	3	4		
11	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. Terms: 2024FA, 2025SM, 2025SP	4	3	3	41	44	86.27%
12	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. Terms: 2024FA, 2025SM, 2025SP	4	3	3	41	44	86.27%
13	Students will demonstrate the ability to work collaboratively in a group. Terms: 2025SP	3	1	0	15	15	78.95%

## 2 Assessment Methods & Criteria

- For this online class, students were evaluated with assignments and quizzes. The largest portion of their grade was the final project. Students who did not turn in a final project were not evaluated and received an FW grade.  
(MARKET-100-70 for 2024FA)
- Student in this class were evaluated with weekly quizzes, a paper and a final marketing planning project. They were graded on a scale of 1000 points. 900 up is an A, 800-899 is a B and so on.  
(MARKET-100-70 for 2025SP)

## 3 Reflection(s)

- This online class had a larger number of students who did not complete the class. In the future I will spread out the final project in smaller, graded, pieces, instead of only grading the final outcome.  
(MARKET-100-70 for 2024FA)
- This class worked well online. I am looking in to changing the textbook to a free option for the students.  
(MARKET-100-70 for 2025SP)
- This class went well. I did not include group work as it was an online, 4 week class. Students demonstrated their learning via a final project they achieved individually.  
(MARKET-100-70 for 2025SM)

## 3 Section(s) Reporting

- MARKET-100-70 for 2025SP on 05/24/2025 1:31 PM
- MARKET-100-70 for 2025SM on 06/28/2025 4:34 PM
- MARKET-100-70 for 2024FA on 12/18/2024 1:00 PM

## 2 Section(s) Not Reporting

- MARKET-100-71 for 2025SP
- MARKET-100-20 for 2024FA