

2013-2014 Assessment Cycle

Assessment Plan

Mission Statement

Learning Outcomes and Measures

Fashion Management Outcome Set

Learning Outcome

Marketing Planning

Students will demonstrate proficiencies in:

1. Developing a marketing plan
2. Brand development
3. Creating strategy
4. Evaluating and control
5. Understanding of basic economic

▼ **Measure:** A.S.K. Fundamental Marketing Assessment
Program level; Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > national average

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

Management Skills

Students will demonstrate proficiencies in:

1. Planning
2. Leading
3. Organizing
4. Training
5. Controls

▼ **Measure:** A.S.K. Fundamental Marketing Assessment
Program level; Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > national average

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

Sales

Students will demonstrate proficiency in:

1. Developing customer relationships
2. Understanding customer needs
3. Talk about product in terms of FABs
4. Closing the sale and overcoming objections

▼ **Measure:** Business to Business Sales.
Course level; Direct - Exam

Details/Description: A certificate of completion of the Counselor Selling course.

Acceptable Target: 90% Completion

Ideal Target: 100% Completion

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

Professional Readiness

Students will demonstrate proficiencies in:

1. Time management
2. Interpersonal communication skills
3. Emotional intelligence
4. Problem solving skills
5. Business etiquette

▼ **Measure:** e-Folio
Program level; Direct - Portfolio

Details/Description: Completion of an e-Folio the final semester of their degree. Students will show proficiency in the following:
Time Management
Interpersonal skills
Emotional intelligence
Problem solving skills
Business Etiquette

Acceptable Target: 90% of students complete

Ideal Target: 100% of student complete

Implementation Plan (timeline): Spring 14
Key/Responsible Personnel: Kris Daby
