

2010-2011 Assessment Cycle (2010-2011Assessment Cycle)

Assessment Plan

Mission Statement

Learning Outcomes and Measures

Marketing and Sales Management

Learning Outcome

Market 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 economics

▼ Measure: A.S.K. Testing

Program level: Direct - Exam

Details/Description:

Acceptable Target: 70% over all score

Ideal Target: 85% score in Marketing Planning

Implementation Plan (timeline): A random sample of students who have successfully completed 70% of required curriculum will take the test their last semester in attendance.

Key/Responsible Personnel: MKSM faculty

▼ Measure: Marketing Plan for Area Businesses

Program level: Direct - Portfolio

Details/Description: Marketing plan for area business from Advanced Marketing to be included in student e-folio.

Acceptable Target: NA

Ideal Target: NA

Implementation Plan (timeline): Spring semester, second year

Key/Responsible Personnel: MKSM faculty

Management Skills

Students will demonstrate proficiencies in:

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

▼ Measure: A.S.K. Testing

Program level: Direct - Exam

Details/Description:

Acceptable Target: 70% over all score

Ideal Target: 85% score in Marketing - Information Management

Implementation Plan (timeline): A random sample of students who have successfully completed 70% of required curriculum will take the test their last semester in attendance.

Key/Responsible Personnel: MKSM faculty

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: A.S.K. Testing

Program level: Direct - Exam

Details/Description:

Acceptable Target: 70% over all score

Ideal Target: 85% score in Selling section

Implementation Plan (timeline): A random sample of students who have successfully completed 70% of required curriculum will take the test their last semester in attendance.

Key/Responsible Personnel: MKSM faculty

▼ Measure: Counselor Sales Person

Program level: Direct - Other

Details/Description: A certificate of completion of the Counselor Selling course. Information on the course can be found on link below.

Acceptable Target: 65%

Ideal Target: 80%

Implementation Plan (timeline): After completing the Counselor Sales Person course.

Key/Responsible Personnel: MKSM faculty

Supporting Attachments:



Counselor Sales Person (Web Link)

http://wilsonlearning.com/capabilities/sales_effectiveness/counselor_salesperson/

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. Information is available at link listed.

Acceptable Target: A successful e-Folio should contain:

1. Professional Home Page
2. Resume
3. At least six examples of coursework
4. Evidence of Academic Honors, Club or Community Affiliations
5. Volunteer Work.

Ideal Target: NA

Implementation Plan (timeline): After completion of Career Seminar

Key/Responsible Personnel: MKSM faculty

Supporting Attachments:



e-folio Minnesota (Web Link)

http://v2efoliomn.project.mnscu.edu/index.asp?Type=B_BASIC&SEC=%7BC566F89B-D1EF-43D0-84F3-93E49E4E20A8%7D

Financial Understanding

Students will demonstrate proficiencies in:

1. Basic accounting skills
2. Develop a proforma
3. Basic financial information
4. Legal and ethical implications of business practices

▼ Measure: A.S.K. Testing

Program level: Direct - Exam

Details/Description:

Acceptable Target: 70% for overall score

Ideal Target: 80% for overall score

Implementation Plan (timeline): A random sample of students who have successfully completed 70% of required curriculum will take the test their last semester in attendance.

Key/Responsible Personnel: MKSM faculty

▼ Measure: Business Development Plan

Program level: Direct - Portfolio

Details/Description: Business Development plan from Entrepreneurship to be included in student e-folio.

Acceptable Target:

Ideal Target:

Implementation Plan (timeline): After the completion of Entrepreneurship

Key/Responsible Personnel: MKSM

Embracing Diversity and Global Awareness

Students will demonstrate

▼ Measure: A.S.K. Testing

Program level: Direct - Exam

an understanding:
1. Global business mentality
2. Conflict resolution skills
3. Understanding and respecting cultural differences

Details/Description:

Acceptable Target: 70% overall score

Ideal Target: 85% for customer relations section

Implementation Plan (timeline): A random sample of students who have successfully completed 70% of required curriculum will take the test their last semester in attendance.

Key/Responsible Personnel: MKSM faculty

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