2013-2014 Assessment 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)

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)

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 Entreprenuership

Key/Responsible Personnel: MKSM

Embracing Diversity and Global Awareness

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

Measure: A.S.K. Testing
Program level; Direct - Exam

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