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. Fundemental 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

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

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