

2017-2018 Assessment Cycle

## Assessment Plan

### Mission Statement

### Measures

#### Fashion Management Outcome Set

Learning Outcome

##### 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:

The mean score will be equal to or greater than the national average. 50% or more of the students will score above the national average.

Ideal Target:

The mean score will be 10 % greater than the national average. 60% or more of the students will score above the national average.

Implementation Plan  
(timeline):

Spring 18

Key/Responsible

Kris Daby

Personnel:

▼ **Measure:** Advanced Marketing Course: Create an Integrated Marketing Plan  
*Course level; Direct - Portfolio*

Details/Description:	During the 4 credit Advanced Marketing course, students create an integrated marketing plan for an actual local business. The process includes meeting with the client; crafting a situation analysis, devising marketing goals and objectives, and creating tools such as brochures, literature and social media. A budget is also prepared. At the end of the course the student presents their marketing plan to the client (the local business).
Acceptable Target:	100% of students complete with a C or better.
Ideal Target:	100% of students complete with a B or better.
Implementation Plan (timeline):	Spring 2018 end of semester goal.
Key/Responsible Personnel:	Kris Daby as an advisor and Karen Meuwissen as the instructor of the Advanced Marketing course.

**Learning Outcome: 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:	The mean score will be equal to or greater than the national average. 50% or more of the students will score above the national average.

Ideal Target:	The mean score will be 10 % greater than the national average. 60% or more of the students will score above the national average.
Implementation Plan (timeline):	Spring 18
Key/Responsible Personnel:	Kris Daby

### Learning Outcome: 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 18
Key/Responsible Personnel:	Kris Daby

### Learning Outcome: 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:** Career Seminar Resume & Interview  
*Program level; Direct - Other*

Details/Description:	Completion of during final semester of their degree. Students will show proficiency in the following: Resume & Cover letter Interpersonal skills Emotional intelligence Mock Interview Business Etiquette Awareness of LinkedIn
Acceptable Target:	90% of students complete
Ideal Target:	100% of student complete
Implementation Plan (timeline):	Spring 18
Key/Responsible Personnel:	Kris Daby

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