

Assessment Plan 2023-2024  
Marketing and Sales Management

Mission

To deliver learning opportunities help build the skills necessary to successfully land a satisfying and challenging job in sales, customer service, marketing, wholesale sales, or business management.

Academic year 2023-2024

Marketing and Sales Management Learning Outcomes

Professional Readiness

The student demonstrated employability skills through attendance, reliability, punctuality, enthusiasm and professional appearance. The student completed work reliably, on time and up to standards. The student followed instructions and accepted constructive feedback appropriately.

MEASURES	RESULTS	ACTIONS
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.5 or greater on "The student demonstrated employability skills through attendance, reliability, punctuality, enthusiasm, and professional appearance."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan [timeline] Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.5 or greater on "The student completed work reliably, on time, and up to standards."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.5 or greater on "The student followed instructions and accepted constructive feedback appropriately."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Management Skills

The student demonstrated stability with an even temper and maturity. The student handled situations of stress, pressure, or unpleasant situation in an effective manner. The student was able to analyze problems, reach sound conclusions and initiate action.

MEASURES	RESULTS	ACTIONS
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**Marketing and Sales Management**

<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.25 or greater on "The student demonstrated stability with an even temper and maturity."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.25 or greater on "The student handled situations of stress, pressure, or unpleasant situations in an effective manner."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.25 or greater on "The student was able to analyze problems, reach sound conclusions, and initiate action."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Financial Understanding

The student demonstrated ethical behavior through honesty and professionalism. The student understands basic financial information such as how meeting sales, mark-up, margin, and/or production goals are essential to business success.

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<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.5 or greater on "The student demonstrated ethical behavior through honesty and professionalism."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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Implementation Plan (timeline) Summer  Key/Responsible Personnel Karen Meuwissen  Indirect - Survey  <b>Target</b>  The mean score of students will be 4.5 or greater on "The student understands basic financial information such as how meeting sales, mark-up, margin, and/or production goals are essential to business success."		
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Marketing Planning

The student understands the importance of creating and implementing a strategy for success as a business and as an individual. The student demonstrates an ability to monitor and evaluate progress against goals. Through completion of goals and conversation, the intern employed a "managerial approach" with peers in day-to-day scenarios.

MEASURES	RESULTS	ACTIONS
<b>Employer Survey of Student Internship</b>  Implementation Plan (timeline) Summer  Key/Responsible Personnel Karen Meuwissen  Indirect - Survey  <b>Target</b>  The mean score of students will be 4.25 or greater on "The student understands the importance of creating and implementing a strategy for success as a business and as an individual."	<i>No results have been added.</i>	<i>No actions have been added.</i>
<b>Employer Survey of Student Internship</b>  Implementation Plan (timeline) Summer  Key/Responsible Personnel Karen Meuwissen  Indirect - Survey  <b>Target</b>  The mean score of students will be 4.25 or greater on "The student demonstrates an ability to monitor and evaluate progress against goals."	<i>No results have been added.</i>	<i>No actions have been added.</i>
<b>Employer Survey of Student Internship</b>  Implementation Plan (timeline) Summer  Key/Responsible Personnel Karen Meuwissen  Indirect - Survey  <b>Target</b>  The mean score of students will be 4.25 or greater on "Through completion of goals and conversation, the intern employed a 'managerial approach' with peers in day-to-day scenarios."	<i>No results have been added.</i>	<i>No actions have been added.</i>

Sales

**Marketing and Sales Management**

The student demonstrated willingness to help customers. The student demonstrated effective communication skills. The student worked well with customers through asking good questions, listening, and follow through.

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<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.5 or greater on "The student demonstrated effective communication skills, both verbally and non-verbally."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.5 or greater on "The student worked well with customers through asking good questions, listening, and following through."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

**Embracing Diversity**

The student works well on teams with other employees. The student demonstrates strong conflict resolutions skills. The student treats others respectfully.

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<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.25 or greater on "The student demonstrates strong conflict resolution skills."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Employer Survey of Student Internship</b></p> <p>Implementation Plan (timeline) Summer</p> <p>Key/Responsible Personnel Karen Meuwissen</p> <p>Indirect - Survey</p> <p><b>Target</b></p> <p>The mean score of students will be 4.25 or greater on "The student treats others respectfully."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>