

2016-2017 Assessment Cycle

## Assessment Plan

### Mission Statement

### 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. Fundamental Marketing Assessment  
Program level; Direct - Exam

**Details/Description:**

**Acceptable Target:** National average

**Ideal Target:** > national average

**Implementation Plan (timeline):** Spring 17

**Key/Responsible Personnel:** Kris Daby

▼ **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 2017 end of semester goal.

**Key/Responsible Personnel:** Kris Daby as an advisor and Karen Meuwissen as the instructor of the Advanced Marketing course.

#### 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 17

**Key/Responsible Personnel:** Kris Daby

#### Sales

Students will demonstrate proficiency in:

1. Developing customer relationships
2. Understanding customer needs
3. Talk about product in

▼ **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

terms of FABs  
4. Closing the sale and  
overcoming objections

**Implementation Plan (timeline):** Spring 17  
**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:** 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 17

**Key/Responsible Personnel:** Kris Daby

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