

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.

2025-2026

Marketing and Sales Management Learning Outcomes

Professional Readiness

The learner will demonstrate workforce readiness through professionalism.

MEASURES	RESULTS	ACTIONS
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</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>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</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>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</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 learner will design solutions to complex problems.

MEASURES	RESULTS	ACTIONS
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</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>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</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>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</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 learner will demonstrate ethical financial decision-making skills in accordance with accounting principles.

MEASURES	RESULTS	ACTIONS
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<p>Indirect - Survey</p> <p>Target</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>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</p> <p>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."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Marketing Planning

The learner will effectively develop market plans.

MEASURES	RESULTS	ACTIONS
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</p> <p>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."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</p> <p>The mean score of students will be 4.25 or greater on "The student demonstrates an</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<p>ability to monitor and evaluate progress against goals."</p>		
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</p> <p>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."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p>Marketing Plan Project</p> <p>Direct - Assignment</p> <p><i>Marketing and Social Media Management: MKTG 2501</i></p> <p>Target</p> <p>85% of students will achieve a score of 85% or above on the rubric.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Sales

The learner will display effective communication in a sales environment.

MEASURES	RESULTS	ACTIONS
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</p> <p>The mean score of students will be 4.5 or greater on "The student was courteous and willing to help others."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<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>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</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>
<p>Counselor Selling Project</p> <p>Direct - Assignment</p> <p><i>Counselor Selling: MKTG 1530</i></p> <p>Target</p> <p>85% of students will achieve a score of 85% or above on the project.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Embracing Diversity

The learner will collaborate effectively in teams.

MEASURES	RESULTS	ACTIONS
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p> <p>Target</p> <p>The mean score of students will be 4.25 or greater on "The student works well on teams with other employees."</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period. Indirect - Survey</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<p>Target</p> <p>The mean score of students will be 4.25 or greater on "The student demonstrates strong conflict resolution skills."</p>		
<p>Employer Survey of Student Internship</p> <p>A survey given to the student's internship employer at the end of the internship period.</p> <p>Indirect - Survey</p> <p>Target</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>