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| **Program/Discipline Learning Outcomes** | | | | |
| **Academic Year: 2018** | | | | |
| **Program/Discipline: Marketing** | | | | |
| **PROGRAM/DISCIPLINE CONTACT** | | | | |
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| **Learning Outcome:**  **(Successful students will be able to)** | | **Course(s) in which the assessment will be performed** | **Semesters the outcome will be assessed** | **Assessment tools used for learning outcome** |
| 1 | *Demonstrate digital competency using client and cloud software* | CIS201 | Fall / Winter / Spring | Course project / Final Exam |
| 2 | *Establish positive servant-leadership relationships with customers, coworkers, boss, etc.* | BUA130 | Fall / Winter / Spring | Course project / Final Exam |
| 3 | *Develop marketing plan and brand identity focusing on a target market* | BUA230 | Fall / Winter / Spring | Course project / Final Exam |
| 4 | *Compose promotional, publications, presentations, webpages, etc. for target audience.* | BUA231 | Fall / Winter / Spring | Course project / Final Exam |
| 5 | Measure and manage social media marketing interaction with customers | ECM220 | Fall / Winter / Spring | Course project / Final Exam |