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| **Program/Discipline Learning Outcomes** |
| **Academic Year: 2018** |
| **Program/Discipline: eCommerce Consultant Certificate** |
| **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/ECM201 | Fall / Winter / Spring | Course project / Final Exam |
| 2 | *Design web pages with shopping carts and purchasing capabilities* | ECM101 | Fall / Winter / Spring | Course project / Final Exam  |
| 3 | *Create effective social media marketing messages*  | ECM201 | Fall / Winter / Spring | Course project / Final Exam |
| 4 | *Compose web copy, images and brand graphics* | CIS133, CIS138 | Fall / Winter / Spring | Course project / Final Exam |
| 5 | *Build web database infrastructure to support customer interaction*  | CIS244 | Fall / Winter / Spring | Course project / Final Exam |
| 6 | *Measure and manage customer social media and web interactions* | ECM220 | Fall / Winter / Spring | Course project / Final Exam |