

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed: **Digital Business Marketing and Sales (Formerly Business Sales and Marketing)**

Title: **Digital Business Marketing and Sales**

Division: **BCT** Department: **BUSD** Program Code: **CTBSLM**

Type of Award: A.A. A.S. A.A.S.
 Cert. Adv. Cert. Post-Assoc. Cert. Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Recognize and apply correct business communications content and format.	Comprehensive department exam	BMG 207 – Winter 2017 BMG 155 – Fall 2017	BMG 207 and BMG 155	All
Identify and apply business ethics in client marketing and sales communication	Comprehensive department exam	BMG 205 – Fall 2016 BMG 160 – Winter 2018	BMG 205 and BMG 160	All
Apply emerging business technology to marketing initiatives	Comprehensive department exam	BMG 250 – Fall 2017 BMG 155 – Fall 2017	BMG 155 and BMG 250	All

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Comprehensive departmental exam

2. Indicate the standard of success to be used for this assessment.

75% of students will score 75% or higher

3. Indicate who will score and analyze the data (data must be blind-scored).

Departmental Faculty

Name: Donna Rochester Date: 7-16-18
Print/Signature
 Dept. Chair: Guy Wata Date: 7-19-18
Print/Signature
PROGRAM ASSESSMENT PLANNING FORM
 Dean: Erin Samulski Date: 8-2-18
Print/Signature

Course/program- to be assessed:

Title: CTBSLM *Business Sales + Marketing*

Code: 13200

Award type: Certificate

Division: BCT

Department: BUS

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Course section(s)/other population	Number students to be assessed
Communicate (written & oral) products and company features using appropriate business terminology.	Role play using related business scenarios.	Fall 2010	Random sample from students completing the certificate program.	5 – 8 students
Uncover customer needs and match appropriate sales and marketing techniques to specific situations.	Role play using related business scenarios.	Fall 2010	Random sample from students completing the certificate program.	5 – 8 students

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Describe the scoring range to be used, or include a copy of the rubric.
Using an Evaluation Scoring Form and cases from Delta Epsilon.
2. Indicate the standard of success to be used for this assessment (e.g. 75% of students must meet all learning outcomes).
75%
3. Indicate who will score and analyze the data.
Business Advisory Board will serve as evaluators.
4. Explain how and when the assessment results will be shared with the department and other involved faculty.
Written report will be discussed at the beginning of the following semester.
5. Describe any additional assistance the department will require to complete this assessment.
Honorarium for Advisory Board members or budget for assessment day activity.

Submitted by:

Name: STEVEN M. ENNES

Date: 11/21/2006

Department Chair: Steven Ennes

Date: 11/21/2006

Dean: Freeman Wilson

Date: 12/8/06

Please return completed form to the Office of Curriculum & Assessment, SC 247.