

Program Learning Report

Program Name: Marketing

Date: October 1, 2012

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Marketing Transition Evaluation Report prior to seeking Accreditation with ACBSP

Please note “Next Steps” support initiation of Accreditation Process

Program SLOs	Evidence of Industry Validation (CTE programs)	Expected Level of Achievement	COURSE(S) ASSESSED	Assessment Strategy/ instrument	Results of Program Assessment ¹	Next Steps ²
Apply knowledge of basic management skills to maximize employee productivity.	Class projects with current businesses	70%	EBUS 101 Teamwork Fundamentals	Team Projects	F2011 85% at or above 70% SP2012 92% at or above 70%	Evaluate Teamwork Fundamentals role in the upcoming accredited Business Program
Evaluate and apply marketing practices to	Advisory Board	70%	MKT 260	Student and	Spring 2012	Evaluate Integrated

¹ Results of program assessment: % of students who met the outcome(s) and at what level they met the outcome(s)

² Next Steps: what will the program do to improve the results? Next steps can include revision to syllabi, curriculum, teaching methods, student support, and other.

Program SLO Assessment Report

<p>create measurable results to meet marketing objectives.</p>	<p>(Applies to all SLOs)</p>		<p>Integrated Marketing Communication</p>	<p>Team Projects</p>	<p>95% at or above 70%</p>	<p>Marketing Communication's role in the upcoming accredited Business Program</p>
<p>Utilize effective communication, problem solving and decision-making skills through the use of appropriate technology and with the understanding of the business environment.</p>		<p>70%</p>	<p>EBUS 101 Teamwork Fundamentals</p> <p>MKT 260 Integrated Marketing Communication</p>	<p>Team Projects</p> <p>Student and Team Projects</p>	<p>F2011 85% at or above 70%</p> <p>SP2012 92% at or above 70%</p> <p>Spring 2012 95% at or above 70%</p>	<p>Evaluate the roles Teamwork Fundamentals and Integrated Marketing Communication will play in the upcoming accredited Business Program</p>
<p>Design and develop marketing solutions for current retail environments by employing appropriate marketing strategies</p>		<p>70%</p>			<p>Assessment being completed Fall 2012</p>	
<p>Use foundational skills and knowledge to remain current with</p>		<p>70%</p>				

Program SLO Assessment Report

marketing and management strategies and trends and employ them in new business environments.					Assessment being completed Fall 2012	
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Marketing

ACC 201 Introduction to Financial Accounting

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Explain the purpose and give examples of the uses of basic financial statements of a business entity					X
Define assets, liabilities, and owner's equity, and discuss the relationship of the accounting equation to the process of recording business transactions					X
Explain the purpose of the journal, ledger, and trial balance and show how they are used in the recording process to facilitate the compiling and accumulation of accounting information					X
Record transactions for service and merchandising businesses in special journals and the general journal					X
Explain the purpose of adjusting and closing entries, proficiently prepare adjusting and closing entries					X
Explain the basic steps of the accounting cycle					X
Prepare and explain the basic elements of the Income Statement, Statement of Owner's Equity, and the Balance Sheet for a service or a merchandising business.					X
Explain "Internal Control" as a function of Accounting and indicate the basic principles involved in establishing controls to safeguard assets and enhance the accuracy and reliability of accounting records					X
Describe the nature of special journals and subsidiary ledgers, proficiently execute manual recording procedures, and fully explain how computerization affects such procedures					X
List the basic procedures necessary for effective accounting and control of cash transactions; correctly preparing bank reconciliations; and establishing and maintaining petty cash funds					X
Record and control transactions involving credit sales and purchases, including the procedures for recording uncollectible accounts					X
Describe promissory notes and account for such notes, including the computation of interest					X

Calculate, accurately record, and report basic inventory transactions using the periodic and perpetual methods					X
Accurately determine inventory value using the lower of cost or market, gross profit, retail, and cost methods including pricing at FIFO, Average and LIFO					X
List the purpose and accounting principles underlying the use of depreciation, its recording and reporting; and calculate depreciation using straight line, units of production, and accelerated methods					X
Determine “cost” of plant, property, and equipment; differentiate between capital and revenue expenditures; and prepare entries to record typical transactions and events, including disposals					X
List the major components and procedures involved in the maintenance of payroll records and account for payrolls and payroll taxes					X
Explain generally accepted accounting principles and the various principles which should be observed to assure “reliability, understandability, and comparability” of financial reports					X
Determine amounts and record transactions affecting partnerships, including formation, distribution of profits and losses, changes in membership, and liquidation, and prepare Statements of Partners’ Equities					X

BUS 120 Principles of Business (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Discuss and explain the impact of external factors on business decisions relative to the accomplishment of the mission and objectives of an organization					X
Define various forms of ownership and determine their appropriateness relative to an organization’s resources, goals, and objectives					X
Examine and explain various business functions and practices and their impact on the successful operation of a business.					X
Determine the impact of internal business decisions on local communities, other businesses, the environment, and other areas external to the company					X
Specify ethical standards for businesses operating in the USA and contrast with foreign markets					X

Relate the business environment and functions to personal career choices					
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EBUS 101 Teamwork Fundamentals (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Practice the values and skills of teamwork to:					
Complete a major teamwork project					X
Solve team conflicts					X
Develop a critical path to accomplish teamwork goals					X
Justify revenue projections and conduct a cost benefit analysis.					
Effectively use appropriate measurement tools to assess project outcomes					X
Explain the role of social, legal and ethical issues in business decisions					X
Apply technology to develop and manage a project					X
Produce team projects using a variety of presentation techniques such as whiteboard, flipchart, PowerPoint and/or webpage					X
Conduct secondary research			X	X	X
Communicate effectively with team members					X

ICS 101 Digital Tools for the Information World (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Utilize the appropriate computer applications to produce professional-level documents, spreadsheets, presentations, databases, and web pages for effective					X

communication (major content area)					
Produce documents in a variety of formats					
Create, edit, and format electronic spreadsheets using formulas, functions, and charts					
Utilize a database with queries and reports that display required data					
Create and organize a variety of electronic slides using templates, background styles, graphics, photos, and animation effects					
Utilize operating system interfaces to manage computer resources effectively					
Extract and synthesize information from available Internet resources using intelligent search and discrimination					X
Define, explain, and demonstrate proper computer terminology usage in areas such as hardware, software, and communications to effectively interact with other computer users and to prepare for higher-level computer courses					X
Describe ethical issues involved in the use of computer technology.					X

MKT 120 Principles of Marketing (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Write a comprehensive marketing plan	X	X	X	X	X
Describe the customer-centric marketing concept	X		X	X	X
Identify the functions of marketing	X		X	X	X
Identify the elements of the marketing plan	X	X	X	X	X
Explain the 4 P's (Product, Price, Place, and Promotion) of marketing	X	X	X	X	X
Evaluate consumer buying behavior	X		X	X	X

Apply Customer Relationship Management (CRM) principles	X		X	X	X
Apply marketing research techniques	X		X	X	X

MKT 130 Principles of Retailing (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Describe the role of retailing in the free enterprise system	X	X	X	X	X
Apply principles of store organization and operations	X	X	X	X	X
Explain the concepts of store location, design, and layout.	X		X	X	X
Apply principles of the buying function	X		X	X	X
Describe the techniques of retail promotion	X		X	X	X
Summarize the principles of merchandise and expense control systems	X		X	X	X
Construct a merchandise plan	X		X	X	X
Construct an assortment plan	X		X	X	X
Prepare a buying plan	X		X	X	X
Calculate open-to-buy	X		X	X	X

MKT 150 Customer Relationship Management and Selling (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Demonstrate the principles of customer service for customer retention and to increase their revenue contribution.	X		X	X	X

Demonstrate an understanding of the various sales principles and methods of retail and business to business sales process.	X		X	X	X
Demonstrate the steps in the retail and business –to-business sales process	X		X	X	X
Design and deliver a sales presentation	X		X	X	X
Develop a customer service program	X		X	X	X
Explain terminology associated with the field of selling and customer service	X		X	X	X

MKT 260 Integrated Marketing Communication (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Evaluate the role of each of each integrated communication tool in an integrated plan; advertising, sales promotion, direct marketing, personal selling, and public relations	X		X	X	X
Build customer segments around promotional strategies using a variety of selection variables	X		X	X	X
Assess the appropriateness of various print, broadcast, and online media for marketing communication efforts for different product classifications	X		X	X	X
Apply appropriate public relations strategies to maintain a positive image, educate the public about the company’s goals and objectives, introduce new products or services, and help support the sales efforts	X		X	X	X
Develop sales promotion activities that stimulate consumer purchasing	X		X	X	X
Develop direct marketing campaigns that increase sales	X		X	X	X
Demonstrate methods of retail, business-to-consumer, and business-to-business selling	X		X	X	X

MKT 180 International Marketing (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
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Understand the scope and challenge of international marketing	X		X	X	X
Understand the world marketing environment to include the role of cultural dynamics in foreign markets, business customs, political considerations and legal environment	X		X	X	X
Demonstrate the ability to apply general marketing concepts to the international marketing environment	X		X	X	X

MKT 235 Principles of Merchandise Management (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Apply concepts and principles of an effective buying process	X		X	X	X
Differentiate the buying process for different types of retail stores	X		X	X	X
Describe the different roles of the retail buyer	X		X	X	X
Construct a merchandise plan	X		X	X	X
Construct a assortment plan	X		X	X	X
Construct a buying plan	X		X	X	X
Formulate and apply an open-to-buy system	X		X	X	X
Explain fundamentals of inventory management, inventory shrinkage control and inventory turn	X		X	X	X
Identify target consumer for a particular store	X				
Explain the importance of positive vendor relationships	X		X		
Identify professional and ethical business practices	X		X		

Demonstrate negotiating skills	X				X
Explain the buyer's role in visual merchandising, advertising, public relations, sales promotion, and sales support services	X		X	X	X
Design a seasonal merchandising strategy based on store needs	X		X	X	X
Prepare a sales projection	X		X	X	X
Differentiate the types of technologies used to effectively execute a merchandise plan					X

MKT 293 Marketing Internship (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Integrate the accumulated knowledge and skills from previous course work into a practical comprehensive working knowledge base through work application	X	X	X	X	X
Develop a bridge between academia and the professional world	X	X	X	X	X
Attain practical on-the-job experience in an actual occupational situation compatible to the student's major curriculum	X	X	X	X	X
Communicate effectively and use appropriate social skills within the work environment					X
Employ to the fullest extent the student's abilities, initiative, and creativity	X	X	X	X	X
Describe the social and economic responsibilities of those engaged in marketing	X			X	X
Build practical work experience while under the guidance of professionals who will help identify the personal qualities and work skills required of employees in your chosen field	X	X	X	X	X

Perform job duties at a worksite according to industry standards					X
Demonstrate progressive leadership that is competent, assertive, self-reliant and cooperative through the exploration of vocational and avocational opportunities		X			X
Demonstrate the ethical and professional practices necessary to work in the field					X
Explain the impact of marketing on the economy	X		X	X	X
Identify areas of self-improvement in knowledge, skills, attitude and behavior					X

ENT 125 Starting a Business (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Demonstrate the application of principles, concepts, and requirements of Business operations/management including the major functional areas of human resources, marketing, finance, operations, accounting					
Relate the importance of relevant regulations, ethics, and laws for the selected business practices					
Identify and adopt entrepreneurship characteristics as it applies to oneself in the business market					
Differentiate among the various types of business (sole proprietorship, corporations, partnerships, Limited Liability Company (LLC), etc.) and business practices in Hawai'i					
Perform marketing analysis using marketing strategies and research methodologies.					
Develop a comprehensive formal business plan					

ENT 130 Marketing for the Small Business (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Apply concepts and principles of marketing strategies for the small business					

Apply concepts and principles of product strategies					
Apply concepts and principles of price strategies					
Apply concepts and principles of promotion strategies					
Apply concepts and principles of place strategies					
Develop a viable marketing plan					

ENT 150 Basic Accounting and Finance for Entrepreneurs (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Apply concepts and principles of accounting and finance for the small business					
Use accounting software program to record and maintain financial records and to prepare financial documents and reports					
Explain the importance of establishing an accurate and timely record keeping system					
Compute value of inventory Last In, First Out (LIFO), First In, First Out (FIFO) and weighted average					
Distinguish between short- and long-term financing					
Describe advantages and disadvantages of various sources of capital					
Differentiate the basic financial reports - Balance Sheet, Income Statement, Statement of Owner's Equity and the Statement of Cash Flow					
Analyze financial statements and compute ratios to enhance the decision making process and the management of the business					
Create pro forma financial statements/plan and maintain a set of accounting books					
Explain the importance of cash management and methods of financing growth and expansion to the success of the small business					
Identify the process in raising capital to launch or expand a business					
Analyze business opportunities using the concepts of risk factors and return on investment					

MGT 118 Principles of Supervision (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Create a management plan that integrates the concepts and principles of planning, organizing, influencing/leading, staffing and controlling		X			

Describe the types of skills and characteristics necessary to perform the job of a supervisor		X			
Identify the basic steps in the planning process-with special emphasis on setting objectives		X			
Differentiate among organizational policies, procedures, and rules		X			
Construct a model of the supervisory planning process		X			
Define the resources that must be organized for productivity effectiveness		X			
Explain the managerial function of staffing based on recruiting, selection, orientation, and training		X			
Describe the basic styles of leadership		X			
Explain potential advantages and disadvantages of group decision-making		X			
Describe the interpersonal communication process		X			
Describe the basic steps in the delegation process		X			
Compare formal and informal work groups and their characteristics		X			
Discuss performance appraisal and conducting interviews		X			
Explain the motivation theories in supervision		X			
Create a management plan for the employees based on sample models of a work unit		X			
Explain the positive and negative effects of conflict and change on work units		X			
Name the three basic steps in the control process		X			

Identify tools and techniques most frequently used by supervisors to exercise control		X			
Describe the relationship of management and unions/collective bargaining		X			
Describe protected groups, affirmative action and sexual harassment		X			
Discuss the impact of Equal Employment Opportunity (EEO)		X			

MGT 122 Organizational Behavior (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Demonstrate assertiveness skills		X			
Distinguish concepts of communication styles and process		X			
Use and create stress reduction strategies based on identifying characteristics of stress		X			
Describe development and improvement methods of self-esteem.		X			
Analyze the dimensions of leadership		X			
Describe motivational models		X			
Illustrate the importance of organizational team building		X			
Explain basic human relation themes such as value formation, individual attitudes and interpersonal relationships		X			
Explain conflict management strategies through the use of communication and interpersonal relationships		X			
Explain forms of positive reinforcement		X			

Identify personality types and the forces influencing human behavior		X			
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MGT 124 Human Resource Management (3)

	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
Explain the strategic role of human resource management within the management process		X			
Describe the changing human resource environment		X			
Create a job analysis, job specifications and job descriptions documents		X			
Define effective career management practices including ethics and fairness		X			
Identify the roles in career planning and development		X			
Differentiate between personnel recruiting strategies and concepts		X			
Design and conduct a successful employment interview		X			
Evaluate the strengths and weaknesses of interview components, strategies, and instruments		X			
Analyze training strategies and process		X			
Use the concepts in performance appraisal to demonstrate solutions to performance appraisal problems		X			
Describe the relationship between motivation and compensation		X			
Design effective strategies for creating a pay plan, effective incentive programs and benefit plans		X			
Explain the impact of employee safety and Occupational Safety and Health Administration (OSHA) laws		X			

Summarize collective bargaining		X			
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