	Program: Business: Marketing (A.A.S.)					
Program Goals *A goal of this program is to …*	Prepare students to use various market research techniques	Introduce students to advertising techniques	Prepare students to understand the need for developing a marketing plan	Expose students to the use of technology/computers to help find solutions to common business applications	Meets General Education Requirements	Meets Graduation Requirement
ILO Reference To which ILO(s) do the PLO(s) link?	ABCD	ACD	ABCD	ABCD	ABCDE	ABCDE
Program Learning Outcomes *Successful graduates from this program will be able to…*	Apply research tools to business applications	Identify and reflect upon various techniques used in advertising	appreciate the value of relation of a marketing plan to the effective management of a business plan	Perform and apply basic statistics to solve business problems by using computer/technology	---	---
Assessment Tools	Written response and/or subjective exams	Exams, quizzes and homework projects	Problem oriented written response and/or subjective exams	Software application assignments, case problems, other methods of assessment	General Education Assessments	Graduation Rate Data
BU 111	I	I	I	I		X
BU 114	I	I	I	I		X
EN 111						X
FS 100						X
IS 111				I		X
BU 115	A	A	A	A		X
BU 141	I	I	I	I		X
EN 112						X
BU 142	A	A	A/P	A/P		X
BU 225						X
BU 232	A	A	A	A		X
MA 127						X
SS 185						X

BU 112	I	I	I	I		X
BU 143	I/A	I/A	I/A	I/A		X
BU 245	A/P	A/P	A/P	A/P		X
Info. Science Elective						X
Science Elective						X
P.E Activity X2						X
Liberal Arts Elective						X
Social Science Elective						X
Business Elective			I/A			X
Social science elective						X

Key:
X - Course outcomes assessments serve the PLO
I – Introductory Level Outcomes
A – Applied Level Outcomes
P – Proficiency Level Outcomes

ILOs – A. Communication, B. Knowledge Management, C. Problem Solving, D. Ethics & Social Responsibility, E. Aesthetic Responsiveness