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| NAME(S): | **Anna Beavers** |
| DEPARTMENT: | **Business** |
| PROGRAM NAME: | **Marketing and Sales** |
| PROGRAM TYPE:  (AA, CA, AS, AA-T, CP, etc.) | **AA** |

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| Program Learning Outcomes | This PLO is mapped to ILO #: | Assessment Methods |
| 1. Evaluate the variables of the marketing mix of a business. | 🞏1 🞏4  X2 🞏5  🞏3 | *Case study evaluating the marketing mix of a business* |
| 2. Create a marketing plan for a product or service. | 🞏1 🞏4  X2 🞏5  🞏3 | *Research paper outlining a marketing plan for a product or service* |
| 3. Create an oral presentation demonstrating effective planning, organizing, and delivering skills using appropriate visual aids. | X1 🞏4  🞏2 🞏5  🞏3 | *Presentation and delivery methods* |
| 4. | 🞏1 🞏4  🞏2 🞏5  🞏3 |  |

DEFINITION

Laney College Institutional Learning Outcomes (ILOs)

1. Communication

Students will effectively express and exchange ideas through various modes of communication.

2. Critical Thinking and Problem Solving

Students will be able to think critically and solve problems by identifying relevant information, evaluating alternatives, synthesizing findings and implementing effective solutions.

3. Career Technical Skills

Students will demonstrate technical skills in keeping with the demands of their field of study.

4. Global Awareness, Ethics and Civic Responsibility.

Students will be prepared to practice community engagement that addresses one or more of the following: environmental responsibility, social justice and cultural diversity.

5. Personal and Professional Development

Students will develop their knowledge, skills and abilities for personal and/or professional growth, health and well-being.

Program Learning Outcomes (PLOs) are the most important things that students should be able to DO or demonstrate after completing the program.

DIRECTIONS

1. Create 3-8 program learning outcomes (PLOs) for each program.
2. At least one PLO will relate (“map”) to at least one Institutional Learning Outcome (ILO).
   * 1. Please map sparingly. If an outcome is only a little bit related to an ILO, do not map it to that ILO.
3. Identify assessment methods for each PLO. Examples of assessment methods include: quizzes, tests/exams, essays, research papers, adherence to lab protocols, etc.
4. Please e-mail completed PLO forms to Cheli Fossum at [mfossum@peralta.edu](mailto:mfossum@peralta.edu)

EXAMPLES

For more information and samples of program learning outcomes (PLOs), please visit:

<http://www.laney.edu/wp/assessment/program-outcomes-and-assessment-results/>

<http://www.msjc.edu/InstitutionalPlanningandEffectiveness/Pages/Department-Learning-Outcome.aspx>