

MARKETING AND SALES

Laney College

| Outcome | Institutional Outcomes | Assessment Method |
|--|------------------------|---|
| Evaluate the variables of the marketing mix of a business. | | Case study evaluating the marketing mix of a business. |
| Create a marketing plan for a product or service. | | Research paper outlining a marketing plan for a product or service. |
| Create an oral presentation demonstrating effective planning, organizing, and delivering skills using appropriate visual aids. | | Presentation and delivery methods. |