

BUS CA and AA Marketing and Sales

| PLO | PLO Reflection (What were the strong points and weak points students demonstrated in the courses? What areas need more attention? What do your results show about student learning?) | PLO Action Plan (include timeline for implementation, key/responsible personnel, priority high/medium/low, status report/reflection on results of action plan) |
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| Evaluate the variables of the marketing mix of a business. | Enrolled students demonstrated their knowledge of marketing mix variables. Areas for development includes understanding the benefits of understanding the marketing mix to achieve optimal marketing performance. | Continue to explore and assign additional company/organization profiles to identify internal and external factors used by management to successfully reach their marketing goals. |
| Develop a sales plan using each of the stages of the selling process. | Enrolled students demonstrated their knowledge and abilities to develop a sales plan. Areas for development includes more interactive activities and additional time allocated for engaged debrief sessions. | Continue to increase students' knowledge, develop analytical skills and enrich their learning experiences by assigning additional current real-life sales situations. |
| Apply college level critical thinking, research, and problem solving techniques for the completion of business based reports and writing assignments. | Enrolled students demonstrated their understanding of the importance of audience analysis while completing business based reports and writing assignments. Areas for development includes engaging audience in presentation, managing time effectively and eliminating communication barriers. | Continue to identify online resources for students to effectively plan, organize and deliver writing assignments to diverse audience. |