Course Assessment Report - 4 Column

Great Basin College

Courses (BUS) - Marketing

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Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up		
Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Basic principles of retailing - Understand the basic principles of retailing (Created By Courses (BUS) - Marketing) Next Assessment: 2016-2017 Start Date:	Assessment Measure: Discussions, Assignment 1, Final Assessment Measure Category: Discussion Criterion: 75% get above 90% on measures	06/17/2014 - The students did a good job describing the key principles of retailing in their discussions and on Assignment. They also responded well to the final question Criterion Met: Yes Reporting Period: 2013-2014	06/17/2014 - Increase the criterion to 80%		
06/17/2014					
Course Outcome Status: Active					
Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Store design - Understand the basics of store design (Created By Courses (BUS) - Marketing) Next Assessment:	Assessment Measure: Discussions, Assignment 2, Final Assessment Measure Category: Discussion Criterion:	06/17/2014 - The students described well the importance of store layout in their discussions and on Assignment. They also responded well to the final question	06/17/2014 - Increase the criterion to 80%		
2016-2017 Start Pate:	75% get above 90% on measures	Criterion Met:			
Start Date: 06/17/2014		Yes			
Course Outcome Status: Active		Reporting Period: 2013-2014			
Introduction to Retailing - Retaining strategy - Demonstrate the ability to formulate a retaining strategy (Created By Courses (BUS) - Marketing)	Discussion	06/17/2014 - The students analyzing how to formulate a retailing strategy in their discussions and on Assignment. They also responded well to the final question	06/17/2014 - Increase the criterion to 80%		
Next Assessment: 2016-2017	Criterion: 75% get above 90% on measures				
Start Date: 06/17/2014	73% get above 90% on measures	Criterion Met: Yes Penarting Pariod:			
Course Outcome Status: Active		Reporting Period: 2013-2014			
Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Develop customer	Assessment Measure: Discussions, Assignment 3, Final	06/17/2014 - The students did described well the importance of a customer service program in their			

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
service programs - Demonstrate the ability to develop customer service programs (Created By Courses (BUS) - Marketing)	Assessment Measure Category: Discussion	discussions and on Assignment. They also responded well to the final question	06/17/2014 - Increase the criterion to 80%
Next Assessment: 2016-2017	Criterion: 75% get above 90% on measures	Criterion Met:	
Start Date: 06/17/2014		Yes Reporting Period:	
Course Outcome Status: Active		2013-2014	