

## GENERAL EDUCATION ASSESSMENT REPORT

Marketing, BHT Program, Fall 2011, Fall 2012

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STATEMENT OF INSTITUTION MISSION AND COLLEGE GOALS	SP Goal 5: Improve the process for assessing programs, courses, and student learning.
GENERAL EDUCATION OUTCOMES (or student learning outcome/program competency)	<p>Information Literacy: Demonstrate the ability to find, evaluate, organize and use information effectively and ethically.</p> <p>Department Goals:</p> <p>Information Literacy</p> <p>Department Goals:</p> <p>Each student will be able to use cutting edge technology to function in a 21st century business environment.</p> <p>In addition, this assessment can be mapped to the General Education Technology Literacy Outcome: Demonstrate the ability to communicate, create, and collaborate effectively using technologies in multiple modalities</p>
ASSESSMENT CRITERIA AND PROCEDURES	<p>Grading rubric for assignment with 70% considered proficient</p> <p>Rubric that addresses the key competencies is available in Additional Resources.</p>
ASSESSMENT RESULTS	<p>86% of the students in MKTG 218 were able to research and cite sources at a proficient level</p> <p>44% of the student sampled in MKTG 201 were able to research and cite sources at a proficient level</p>

USE OF THE RESULTS	The marketing department is creating a research/citation module for students in the Marketing Program
Additional Notes / Resources	<a href="#">PROGRAM ASSESSMENT REPORT Marketing</a>