Continuous Improvement Plan (CIP) Documentation

Date: October 6,2015 **Name of Administrative or Educational Support Unit:** Certificate - Entrepreneurship

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Mission:

Collin's Marketing program is designed to give a thorough background in aspects of marketing for students new to marketing and to provide methods for improving skills for people already employed in entrepreneurial and marketing careers.

PART I: May not change from year to year

A. Outcomes(s) Results expected in this department/program	**B. Measure(s)** The instrument or process used to measure results	**C. Target(s)** The level of success expected
Analyze people, including generations, genders, and cultures in order to develop and promote a selected business.	Student Entrepreneurship Packets or Student Reflection Paper	80%
Conduct market analyses of purchasers and users in order to create, produce, promote, and/or sell a selected business or product/service.	Student Entrepreneurship Packets or Student Reflection Paper	80%
Create promotional campaigns appropriate for business purchasers and/or consumers.	Student Entrepreneurship Packets or Student Reflection Paper	80%
Create the Legal Forms for use in a specific business.	Student Entrepreneurship Packets or Student Reflection Paper	45% (level to change as new information is included in the Marketing Program)