**Date:** February 02,2015 **Name of Administrative or Educational Support Unit: Marketing AAS Degree and Certificate**

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**Mission:**

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| 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 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 |
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| Analyze people, including generations, genders, and cultures in order to promote products or businesses. | Cooperative Education Professor Evaluation  Student Reflection Paper | 80% |
| Conduct market analyses of purchasers and users in order to produce, promote, and sell both business and consumer products and services. | Cooperative Education Professor Evaluation  Student Reflection Paper | 80% |
| Create promotional campaigns appropriate for organizational purchasers and/or individual consumers as necessary. | Cooperative Education Professor Evaluation  Student Reflection Paper | 80% |
| Forecast changes four years in advance in order to align existing marketing structures with future projections. | Cooperative Education Professor Evaluation  Student Reflection Paper | 45% (level to change as new information is included in the Marketing Program) |
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**PART II: For academic year 2013-14**

**From Part I**

| A. Outcomes(s)  Results expected in this department/program | D. Action Plan Years 5 & 2  Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses. | E. Implement Action Plan  Years 1 & 3  Implement the action plan and collect data | F. Data Results Summary  Years 2 & 4  Summarize the data collected | G. Findings  Years 2 & 4  What does data say about outcome? |
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| Analyze people, including generations, genders, and cultures in order to promote products or businesses. |  | Implement the action plan and collect data | Benchmark 2014  Strongest Area | **PLEASE SEE ATTACHMENT.** |
| Conduct market analyses of purchasers and users in order to produce, promote, and sell both business and consumer products and services. |  | Implement the action plan and collect data | Benchmark 2014  Third Strongest Area | **PLEASE SEE ATTACHMENT.** |
| Create promotional campaigns appropriate for organizational purchasers and/or individual consumers as necessary. | Service Learning Project:  Promotional campaign and advertising materials for Heritage Museum of Frisco, Texas | Implement the action plan and collect data | Benchmark 2013-14  Second Strongest Area  (See Attachment.) | **PLEASE SEE ATTACHMENT.**  Best practices for experiencing appropriate LO accomplished through service to the community |
| Forecast changes four years in advance in order to align existing marketing structures with future projections. | eMarketing course | Implement the action plan and collect data | Benchmark 2013-14  Fourth Strongest Area  (See Attachment.) | New course offered to provide skills appropriate for forecasting |
| **NOTE: Seminars that require mandatory attendance by students in cooperative education (capstone for Marketing AAS) should be up-dated to remain current with changes in the student population that Collin serves. Co-op is a program independent of the Marketing Program and, therefore, outside either the responsibility or authority of the Marketing Program.** |  |  |  |  |