Student Learning Outcome:
Primary Outcome 1.2 – CONTENT/DISCIPLINE KNOWLEDGE SKILLS

“The student will be able to identify characteristics related to the product life cycle model and recommend marketing strategies corresponding to each stage.”

<table>
<thead>
<tr>
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<th>Strategies (How and Where Taught)</th>
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<th>Assessment Coordinator (Program Area Coordinator or Assessment Leader)</th>
<th>Evaluation of Results</th>
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</thead>
</table>
| **Product and/or Service Scope:** Cellular/smart phone category. | Marketing Strategy – MKTG 495 | **Primary:** Essay/project  
**Secondary:** Case studies, Wall Street Journal articles/exams, and class presentations. | Satisfactory completion of Primary Assessment Tool.  
Marketing Strategy – MKTG 495 | Fall Semester, 2010-2011 | Stanley Osweiler | Stanley Osweiler |

Results - December 2010: Students were able to satisfactorily compare and contrast the life cycle stages of at least three current, competing, consumer products or services, and to detail strategies which could help to reach a “kill or commit” decision at each stage.

Actions: Fall Semester 2011: Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

Second-Cycle Results: Not Applicable.
**Student Learning Outcome:**

**Primary Outcome 1.4 – CONTENT/DISCIPLINE KNOWLEDGE SKILLS**

“The student will be able to recognize the competitive and other external forces which impact an organization’s ability to execute a marketing plan.”

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| **Product and/or Service Scope:** U.S. auto brands. | Marketing Strategy – MKTG 495 | **Primary:** Essay/project  
**Secondary:** Case studies, Wall Street Journal articles/exams, and class presentations. | Satisfactory completion of Primary Assessment Tool. 
Marketing Strategy – MKTG 495 | Fall Semester, 2010-2011 | Stanley Osweiler | Stanley Osweiler |

**Results - December 2010:** Students were able to satisfactorily (a) identify a minimum of five distinct, uncontrollable forces impacting the marketing operations of (now) government-controlled, U.S. auto brands, and (b) quantitatively and qualitatively analyze how those forces MIGHT change or impact those brands’ execution of marketing plans.

**Actions; Fall Semester 2011:** Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

**Second-Cycle Results:** Not Applicable.
**Student Learning Outcome:**

**Primary Outcome 2.1 – COMMUNICATION SKILLS**

“The student will be able to demonstrate interpersonal skills through classroom experience, including oral presentations, written assignments, and team projects based upon the development of a marketing plan and/or the generation of recommended strategic/tactical initiatives.”

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<td><strong>Product and/or Service Scope:</strong> Assigned case studies from course text. Satisfactory completion of assigned, team-based case study analyses, and Power Point classroom presentation/Q&amp;A to course colleagues, including the development of a marketing plan and/or the generation of recommended strategic/tactical initiatives.</td>
<td>Marketing Strategy – MKTG 495</td>
<td>Primary: Case studies and class presentations. Secondary: Wall Street Journal articles/exams</td>
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**Results - December 2010:** Students were able to satisfactorily complete assigned, team-based case study analyses and Power Point classroom presentation/Q&A to course colleagues.

**Actions; Fall Semester 2011:** Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

**Second-Cycle Results:** Not Applicable.
Student Learning Outcome:
Primary Outcome 2.2 – COMMUNICATION SKILLS

“The student will be able to demonstrate extemporaneous speaking skills developed through in-class discussion of text and current-marketing-related issues.”

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Results; December 2010: Students were able to satisfactorily complete assigned, team-based case study analyses and Power Point classroom/oral presentation/Q&A to course colleagues.

Actions; Fall Semester 2011: Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

Second-Cycle Results: Not Applicable.
**Student Learning Outcome:**  
**Primary Outcome 2.3 – COMMUNICATION SKILLS**

“The student will be able to show evidence of basic computer proficiency, including the use of word processing, presentation, and spreadsheet software packages, as well as a basic facility with the internet and other research tools.”

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**Results; December 2010:** Students were able to satisfactorily complete assigned, team-based case study analyses – utilizing noted software packages and web-based resource tools - and Power Point classroom/oral presentation/Q&A to course colleagues.

**Actions; Fall Semester 2011:** Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

**Second-Cycle Results:** Not Applicable.
### Student Learning Outcome:
Primary Outcome 3.1 – CRITICAL THINKING SKILLS

“The student will be able to demonstrate knowledge of - and experience with - the marketing planning process, and experience with data analysis for decision making purposes.”

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**Results; December 2010:** Students were able to satisfactorily complete assigned, team-based case study analyses so as to demonstrate knowledge of - and experience with - the marketing planning process, and experience with data analysis for decision making purposes.

**Actions; Fall Semester 2011:** Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

**Second-Cycle Results:** Not Applicable.
### Student Learning Outcome:
**Primary Outcome 3.2 – CRITICAL THINKING SKILLS**

“The student will be able to show evidence of the ability to apply marketing theory in solving practical marketing problems.”

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**Results; December 2010:** Students were able to satisfactorily complete assigned, team-based case study analyses so as to show evidence of the ability to apply marketing theory in solving practical marketing problems taken from the current pages of Wall Street Journal.

**Actions; Fall Semester 2011:** Evaluate consideration to add secondary assessment measurement(s) to learning assessment mix.

**Second-Cycle Results:** Not Applicable.