

		<i>Bloom's Taxonomy for action verbs requiring cognitive outcomes.</i>
Total:	0	
Total Lab Hours In Section I Class Hours:	0	

1. (cont'd) STUDENT LEARNING OUTCOME (SLO):

<p>Outcome - The student will: (Describe the major outcomes that a successful student will gain from the class for use in his/her life. Use higher order Bloom's taxonomy verbs.)</p>	<p>A-Student will be able to apply the 4 P's (product, promotion, price, place) to evaluate a marketing plan.</p> <p>B-Student will be able to use SWOT analysis to select a target market for a business.</p> <p>C-Student will be able to analyze a marketing advertisement to evaluate its effectiveness.</p>
<p>Assessment - as measured by the following method: (Please indicate the criteria and rating scale by which the assessment will be evaluated.)</p>	<p>A. By working on class assignments, students will learn how to interpret and apply marketing principles. Students will use appropriate marketing theories to solve real business problems, analyze options and apply market research in evaluating problems and developing solutions, apply marketing variables and relate them to marketing issues facing today's businesses, perform an analysis (SWOT) for a case, and create a strategic marketing action plan.</p> <p>B. Students will write a marketing proposal that involves informing, explaining, and supporting a recommended plan of action, which includes the 4p's of Marketing.</p> <p>C-Students will choose a current marketing campaign and write a report analyzing the effectiveness of the marketing campaign.</p>
<p>ILO - which Institutional Learning Outcome(s) (ILO) does this SLO support? (See College Catalog p. 10.)</p>	<p>1- Written and Oral Communication 2-Information Competency 3-Problem Solving 4-Ethics and Values 5-Global Awareness</p>

Essential Academic Skills: Reading and Communication

2. REQUIRED TEXTS AND SUPPLEMENTAL READINGS: