

Course Assessment Report - 4 Column

Great Basin College

Courses (BUS) - Marketing

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
<p>Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Basic principles of retailing - Understand the basic principles of retailing (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/17/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Discussions, Assignment 1, Final</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: 75% get above 90% on measures</p>	<p>06/17/2014 - The students did a good job describing the key principles of retailing in their discussions and on Assignment. They also responded well to the final question</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/17/2014 - Increase the criterion to 80%</p> <hr/>
<p>Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Store design - Understand the basics of store design (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/17/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Discussions, Assignment 2, Final</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: 75% get above 90% on measures</p>	<p>06/17/2014 - The students described well the importance of store layout in their discussions and on Assignment. They also responded well to the final question</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/17/2014 - Increase the criterion to 80%</p> <hr/>
<p>Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Retaining strategy - Demonstrate the ability to formulate a retaining strategy (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/17/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure: Discussions, Assignment 3, Final</p> <p>Assessment Measure Category: Discussion</p> <p>Criterion: 75% get above 90% on measures</p>	<p>06/17/2014 - The students analyzing how to formulate a retailing strategy in their discussions and on Assignment. They also responded well to the final question</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/17/2014 - Increase the criterion to 80%</p> <hr/>
<p>Courses (BUS) - Marketing - MKT 127 - Introduction to Retailing - Develop customer</p>	<p>Assessment Measure: Discussions, Assignment 3, Final</p>	<p>06/17/2014 - The students did described well the importance of a customer service program in their</p>	

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
<p>service programs - Demonstrate the ability to develop customer service programs (Created By Courses (BUS) - Marketing)</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 06/17/2014</p> <p>Course Outcome Status: Active</p>	<p>Assessment Measure Category: Discussion</p> <p>Criterion: 75% get above 90% on measures</p>	<p>discussions and on Assignment. They also responded well to the final question</p> <p>Criterion Met: Yes</p> <p>Reporting Period: 2013-2014</p>	<p>06/17/2014 - Increase the criterion to 80%</p> <hr/>