

# San Antonio College

## Degree or Certificate Program and Concentrations

### Learning Outcomes & Measures

**Date:** November 30, 2005

**Division:** Professional & Technical Education    **Dean:** Dr. Lula W. Pelayo

**Department/Discipline:** Marketing

**Chair/Director:** Vernell E. Walker

**Program Coordinator:** Val Calvert

**Building Name and Room:** Moody Learning Center (MLC) 510

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**I. Degree, Certificates or Concentration or Unit in Support of:**

Associate of Applied Science in Marketing

**II. Expected Program/Unit Learning Outcomes:**

The associate's degree in the Marketing program prepares students for entry-level career positions in the competitive world of marketing. Marketing is a broad field involved with a product or service from its conception to its sale, service and maintenance. The marketing curriculum provides a solid foundation of knowledge and skills needed to develop effective marketing efforts. Through a successful completion of the program, students will:

- Be employable in broad range of jobs, including advertising, special events promotions, retailing, customer service, marketing management, purchasing and market research.
- Develop in-depth knowledge on identifying, attracting, and evaluating customers.
- Evaluate marketing alternatives using financial, organizational, environmental and ethical criteria.
- Learn to identify, understand, and create relationships with the target market.
- Have a working knowledge of information technology related to the technically-oriented, and competitive world of marketing.
- Develop skills in effective communication strategies including writing, listening, speaking, negotiation and persuading skills.

**III. Measures of Program/Unit Learning Outcomes:** The student will demonstrate mastery of the program through the following criteria:

- Local Developed Exams and assignments

- Capstone Experience
- Satisfaction Surveys
- Syllabus Audit

**A.** To ensure that our program/unit reaches these goals, our faculty members pursue the following outcomes:

- Use critical thinking to analyze contemporary issues.
- Demonstrate effective oral and/or written communication of ideas, informed opinions, and/or values.
- Demonstrate the ability to work effectively independently and/or in collaborative problem-solving groups.
- Identify principles and applications of personal, civic, and/or economic responsibility.
- Participate actively (class discussion, volunteerism, presentations, etc.) in issues significant to citizenship in contemporary society.
- Recognize the importance of diversity of opinion, abilities and cultures.

**B.** To achieve these program/unit outcomes, faculty members employ the following strategies:

- Update degree plans and certificates to respond to changes in each discipline
- Improve departmental advisement by providing information sheets for adjunct faculty.
- Share course offerings and changes with current students
- Hold open house or career information sessions for specific programs

**IV. List of Courses in Degree, Certificate or Concentration Program or Unit in Support of: Business Management AAS Degree**

BMGT 1303 - Principles of Management  
 BMGT 1382 - Coop Ed. Business Admin. & Mgt  
 BMGT 2309 - Leadership  
 MRKG 1311 – Principles of Marketing  
 MRKG 2333 – Principles of Selling  
 HRPO 2307 - Organizational Behavior  
 BMGT 2341 – Strategic Management  
 BMGT 2383 – Coop Ed. Business Admin. & Mgt  
 HRPO 2301 – Human Resources Management  
 BUSG 2307 - Legal & Social Environment of Business  
 BMGT 1345 - Communications in Management  
 BUSG 1345 - Principle of Finance  
 IBUS 1305 - Intro. To International Business & Trade

The following courses are Directed Electives of the Business Management Program

BUSA 1313 – Investments  
 BUSG 2307 - Legal & Social Environment of Business

BMGT 1331 – Production & Operations Management  
MRKG 1391- Special Topics in Business Marketing & Marketing Mgt

**V. Department Faculty and Staff**

**Chair:** Vernell E. Walker

<b>Full-Time</b>	<b>Part-Time</b>
Larry Bailey, Professor	Yamin Aguilar, Instructor
Val Calvert, Assistant Professor	Joy Caruso, Instructor
Thomas Friday, Associate Professor	Dave Elder, Instructor
Charles Hunt, Professor	Dale Gillum, Instructor
	Heriberto Herrera, Instructor
	Sherman Howard, Instructor
	John Morales, Instructor
	Tony Padilla, Instructor
	Ronald Shaw, Instructor
	George Swanson, Instructor
	Marilyn Ward, Instructor

**APPROVED:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(Signature of Dean)

**Five Year Review Assessments:**

The Five Year Review Assessments and recommendations were addressed by increasing enrollment through out-reach activities in the community and at the college, improving department faculty advisement by cross-training full-time faculty in all programs, and continuously monitoring departmental performance and efficiency.