

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 Management

Chair/Director: Vernell E. Walker **Program Coordinator:** Val Calvert

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

Address: 1300 San Pedro Avenue, San Antonio, TX 78212-4299

Telephone: (210) 785-6143

Fax: (210) 733-2845

Email: vwalker@accd.edu

Email: vcalvert@accd.edu

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

Marketing Management Level 1 Certificate

II. Expected Program/Unit Learning Outcomes:

The Level 1 Certificate in Marketing Management:

- Develops an understanding of the context, nature, role and significance of marketing activities as undertaken by marketing managers.
- Prepares students' for entry-level career positions in the competitive world of marketing.

The Level 1 Certificate may also be the first year of training towards the two-year Associate of Applied Science Degree Marketing Management.

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

- MRKG 1311 – Principles of Marketing
- MRKG 2333 – Principles of Selling
- MRKG 1302 – Principles of Retailing
- MRKG 2349 – Advertising & Sales Promotion
- BMGT 1303 – Principles of Management

V. Department Faculty and Staff

Chair: Vernell E. Walker

Full-Time	Part-Time
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.