



# **Management Student Learning Outcomes**

February, 2017

# FDTC Curriculum Map

## Program: Management

Course #	Course Title	Credits	Hours		Program Outcomes	General Education Outcomes
			Lecture	Lab		
ECO 201	Economic Concepts	3	3	0	4	
ENG 101	English Composition I	3	3	0		3,4
MAT 165	Statistics	3	3	0		1,6
SPC 205	Public Speaking	3	3	0		2,5
Elective	Humanities/Fine Arts	3	3	0		
D2L	Learning Management System	0	0	0		7

General Education Outcomes
1. Quantitative Literacy
2. Oral Communication
3. Written Communication
4. Reading Comprehension
5. Information Literacy
6. Critical Thinking
7. Applied Technology

ACC 111	Accounting Concepts	3	3	0	3	7
ACC 112	Organizational Accounting	3	3	0	3	7
ACC 115	Managerial Accounting	3	3	0	6	7
ACC 150	Payroll Accounting	3	3	0	3	7
AOT 261	Office Spreadsheet Applications	3	3	0	5	7
BAF 101	Personal Finance	3	3	0	2	7
BUS 123	Business Law II	3	3	0	4	7
BUS 240	Business Statistics	3	3	0	5	7
BUS 250	International Business	3	3	0	4	7
MGT 101	Principles of Management	3	3	0	5	7
MGT 121	Small Business Operations	3	3	0	6	7
MGT 240	Management Decision Making	3	3	0	6	7
MGT 280	Executive Development	3	3	0	1	7
MKT 101	Marketing	3	3	0	5	7
MKT 240	Advertising	3	3	0	6	7
Total Credits:		60				

Program Learning Outcomes
1. Business Communication
2. Financial Skills
3. Accounting Skills
4. Business Environment
5. Applied Business Skills
6. Advanced Management Skills

### Program Student Learning Outcomes

- 1) Students will acquire oral and written communication skills beyond the general education requirements.
- 2) Students will demonstrate their knowledge, understanding, and application of basic financial skills.
- 3) Students will demonstrate their knowledge, understanding, and application of basic accounting skills.
- 4) Students will acquire a thorough understanding of the business environment.
- 5) Students will demonstrate their knowledge, understanding, and application of applied business skills.
- 6) Students will acquire and demonstrate advanced management skills.

## Marketing: AAS.MGT - Program Student Learning Outcomes (PSLO's)

Students who obtain a Management degree at FDTC will have attained knowledge and skills in each of the following areas. These are the student learning outcomes for the program.

**1) Students will acquire oral and written business communication skills beyond the general education requirements.**

Applicable coursework: MGT 280 - Executive Development

**2) Students will demonstrate their knowledge, understanding, and application of financial skills.**

Applicable coursework: BAF 101 - Personal Finance.

**3) Students will demonstrate their knowledge, understanding, and application of basic accounting skills.**

Applicable coursework: ACC 111 - Accounting Concepts, ACC 112 - Organizational Accounting, and ACC 150 - Payroll Accounting.

**4) Students will acquire a thorough understanding of the business environment.**

Applicable coursework: BUS 123 - Business Law II, ECO 201 - Economic Concepts, and BUS 250 - International Business.

**5) Students will demonstrate their knowledge, understanding, and application of applied business skills.**

Applicable coursework: MGT 101 - Principles of Management, MKT 101 - Marketing, BUS 240 - Statistics, AOT 261 - Office Spreadsheet Applications, and MKT 240 - Advertising.

**6) Students will acquire and demonstrate advanced management skills.**

Applicable coursework: ACC 115 - Managerial Accounting, MGT 121 - Small Business Operations, and MGT 240 - Management Decision Making.

**Course Student Learning Outcomes being Measured Fall 2016**

**PSLO**

**ACC 150 - Payroll Accounting**

**3**

- 1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.
- 2) Students will create a payroll register that accurately applies all payroll laws covered in the course.

**MKT 240 - Advertising**

**PSLO**

5) Students will compare and assess practical knowledge about the different types of adv

**6**

6) Students will formulate and create a comprehensive advertising campaign that applies their knowledge in the form of a project.





ACC 150 (01) – Payroll Accounting

Modality: Traditional

Count of Students	Student Identification				Program Outcome # 2			
	Name		Sex	ID NO	PSLO Description: Basic Accounting Skills			
	Last	First			CSLO1		CSLO2	
				Formative Quiz 6	Summative Exam 3	Formative Quiz4	Summative Final Exam	
1	XXXX	XXXX		XXXX	90	89	97	97
2	XXXX	XXXX		XXXX	90	91	100	93
3	XXXX	XXXX		XXXX	100	69	93	90
4	XXXX	XXXX		XXXX	70	61	100	94
5	XXXX	XXXX		XXXX	65	98	77	98
6	XXXX	XXXX		XXXX	100	93	87	100
7	XXXX	XXXX		XXXX	100	92	97	90
8	XXXX	XXXX		XXXX	70	39	43	98
9	XXXX	XXXX		XXXX	65	64	100	97
10	XXXX	XXXX		XXXX	100	92	100	92
11	XXXX	XXXX		XXXX	100	88	100	95
12	XXXX	XXXX		XXXX	90	92	100	93
13	XXXX	XXXX		XXXX	80	98	67	97
14	XXXX	XXXX		XXXX	90	70	100	92
15	XXXX	XXXX		XXXX	90	64	100	95
16	XXXX	XXXX		XXXX	85	95	93	99
17	XXXX	XXXX		XXXX	50	58	100	92

E.g. 70% of the students will score 70% or higher\*

Course Benchmark %*	70	70	70	70
Minimum Student Score*	70	70	70	70
Actual Percentage Met	82%	65%	88%	100%
Course Benchmark Achieved?	Exceed	Not Met	Exceed	Exceed

ACC 150 (50) – Payroll Accounting

Modality: Online

Count of Students	Student Identification				Program Outcome # 2			
	Name			Sex	PSLO Description: Basic Accounting Skills			
	Last	First	ID NO		CSLO1 Quiz Average		CSLO2: Final Exam	
					Formative Quiz 6	Summative Exam 3	Formative Quiz4	Summative Final Exam
1	XXXX	XXXX	XXXX	XXXX	100	88	97	94
2	XXXX	XXXX	XXXX	XXXX	90	68	93	94
3	XXXX	XXXX	XXXX	XXXX	80	69	93	95
4	XXXX	XXXX	XXXX	XXXX	95	85	93	92
5	XXXX	XXXX	XXXX	XXXX	100	0	100	0
6	XXXX	XXXX	XXXX	XXXX	100	48	100	98
7	XXXX	XXXX	XXXX	XXXX	75	77	77	93
8	XXXX	XXXX	XXXX	XXXX	90	62	100	93
9	XXXX	XXXX	XXXX	XXXX	0	0	0	0
10	XXXX	XXXX	XXXX	XXXX	100	100	97	96
11	XXXX	XXXX	XXXX	XXXX	100	54	77	90
12	XXXX	XXXX	XXXX	XXXX	90	82	87	87
13	XXXX	XXXX	XXXX	XXXX	95	78	93	94
14	XXXX	XXXX	XXXX	XXXX	85	98	97	93
15	XXXX	XXXX	XXXX	XXXX	100	85	93	91
16	XXXX	XXXX	XXXX	XXXX	100	85	100	93
17	XXXX	XXXX	XXXX	XXXX	70	85	67	94
18	XXXX	XXXX	XXXX	XXXX	95	41	100	83
19	XXXX	XXXX	XXXX	XXXX	70	75	100	94

E.g. 70% of the students will score 70% or higher\*

Course Benchmark %*	70	70	70	70
Minimum Student Score*	70	70	70	70
Actual Percentage Met	95%	58%	89%	89%
Course Benchmark Achieved?	Exceed	Not Met	Exceed	Exceed



**MKT 240 (25T) - Advertising**

Modality: Hybrid

Count of Students	Student Identification				Program Outcome # 6			
	Name		Sex	ID NO	PSLO Description: Advanced Marketing Skills			
	Last	First			CSLO5		CSLO6	
			Formative: Quiz 11- Chapter 12	Summative: Final Exam	Formative: Quiz 8- Chapter 9	Summative: Project		
1	XXXX	XXXX		XXXX	95	0	0	0
2	XXXX	XXXX		XXXX	0	80	100	80
3	XXXX	XXXX		XXXX	85	100	95	100
4	XXXX	XXXX		XXXX	100	100	90	100
5	XXXX	XXXX		XXXX	0	0	100	0
6	XXXX	XXXX		XXXX	90	100	100	100
7	XXXX	XXXX		XXXX	95	80	100	80
8	XXXX	XXXX		XXXX	90	0	80	0
9	XXXX	XXXX		XXXX	90	80	85	80
10	XXXX	XXXX		XXXX	100	90	100	90
11	XXXX	XXXX		XXXX	95	80	100	15
12	XXXX	XXXX		XXXX	90	92	80	80
13	XXXX	XXXX		XXXX	90	85	100	85
14	XXXX	XXXX		XXXX	100	80	75	80
15	XXXX	XXXX		XXXX	100	98	100	100
16	XXXX	XXXX		XXXX	95	70	100	80
17	XXXX	XXXX		XXXX	0	0	95	0

E.g, 70% of the students will... score 80% or higher\*

Course Benchmark %*	70	70	70	70
Minimum Student Score*	70	70	70	70
Actual Percentage Met	82%	76%	88%	71%
Course Benchmark Achieved?	Exceed	Exceed	Exceed	Met



**Florence-Darlington Technical College**  
**Accounting, Management, Marketing - Program**  
**Assessment-Systematic Evaluation Plan**

*ACC 150 (01) – Payroll Accounting*

Course Category:  Traditional  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.ACC Accounting # 2: Basic Accounting Skills**

**AAS.MGT Management #3: Accounting Skills**

**AAS.MKT Marketing #3: Accounting Skills**

Course Number	Course Student Learning Outcome	Assessment Method	Benchmark	Actual Level of Achievement	Action Plan	Time Interval
ACC 150	(1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.	Formative: Quiz 6: Analyzing and Journalizing Payroll	70% of students will score at least a 70 or higher on the quiz.	Benchmark Exceeded- 82% of students scored at least a 70 or higher on quiz 6.	No additional action required.	Week 11, Fall 2016
	(1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.	Summative: Exam 3: Chapters 5 & 6	70% of students will score at least a 70 or higher on the exam.	Benchmark Not Met- 65% of students scored at least a 70 or higher on the exam. One student missed a 70 by 1% which would have raised the result to 70%.	Additional review will be provided before the exam.	Week 13, Fall 2016
ACC 150	(2) Students will create a payroll register that accurately applies all payroll laws covered in the course.	Formative: Quiz 4: Income Tax Withholding	70% of students will score at least a 70 or higher on the quiz.	Benchmark Exceeded- 88% of students scored at least a 70 or higher on the quiz 4.	No additional action required	Week 5, Fall 2016
	(2) Students will create a payroll register that accurately applies all payroll laws covered in the course.	Summative: Final Exam	70% of students will score at least a 70 or higher on the final exam.	Benchmark Exceeded- 100% of students scored at least a 70 or higher on the final exam.	No additional action required	Week 15, Fall 2016

**Florence-Darlington Technical College**  
**Accounting, Management, Marketing - Program**  
**Assessment-Systematic Evaluation Plan**

***ACC 150 (50) – Payroll Accounting***

Course Category:  Traditional  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.ACC Accounting # 2: Basic Accounting Skills**

**AAS.MGT Management #3: Accounting Skills**

**AAS.MKT Marketing #3: Accounting Skills**

Course Number	Course Student Learning Outcome	Assessment Method	Benchmark	Actual Level of Achievement	Action Plan	Time Interval
ACC 150	(1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.	Formative: Quiz 6: Analyzing and Journalizing Payroll	70% of students will score at least a 70 or higher on the quiz.	Benchmark Exceeded- 95% of students scored at least a 70 or higher on quiz 6.	No additional action required.	Week 6, Fall 2016. (Eight week class.)
	(1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.	Summative: Exam 3: Chapters 5 & 6	70% of students will score at least a 70 or higher on the exam.	Benchmark Not Met- 58% of students scored at least a 70 or higher on the exam.	Additional review will be provided before the exam.	Week 7, Fall 2016 (Eight week class.)
ACC 150	(2) Students will create a payroll register that accurately applies all payroll laws covered in the course.	Formative: Quiz 4: Income Tax Withholding	70% of students will score at least a 70 or higher on the quiz.	Benchmark Exceeded- 89% of students scored at least a 70 or higher on the quiz 4.	No additional action required	Week 4, Fall 2016. (Eight week class.)
	(2) Students will create a payroll register that accurately applies all payroll laws covered in the course.	Summative: Final Exam	70% of students will score at least a 70 or higher on the final exam.	Benchmark Exceeded- 89% of students scored at least a 70 or higher on the final exam.	No additional action required	Week 8, Fall 2016. (Eight week class.)



**Florence-Darlington Technical College  
Marketing & Management - Programs  
Assessment-Systematic Evaluation Plan**

***MKT 240 (25T) - Advertising***

Course Category:  Traditional  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

Program Student Learning Outcome:

**AAS.MGT Management: #6: Advanced Management Skills**

**AAS.MKT Marketing #6: Advanced Marketing Skills**

Course Number	Course Student Learning Outcome	Assessment Method	Benchmark	Actual Level of Achievement	Action Plan	Time Interval
MKT 240	(5) Students will compare and assess practical knowledge about the different types of advertising media.	Formative: Complete quiz on digital interactive media (Q11 Ch. 12).	70% of students will score a 70 or higher on the quiz.	Benchmark Exceeded- 82% of students scored a 70 or higher on the quiz.	No additional action required.	Week 7, Fall 2016 (Eight week class)
	(5) Students will compare and assess practical knowledge about the different types of advertising media.	Summative: Final exam on the different types of advertising media.	70% of students will score a 70 or higher on the exam.	Benchmark Exceeded- 76% of students scored a 70 or higher on the exam.	No additional action required.	Week 8, Fall 2016 (Eight week class)
MKT 240	(6) Students will formulate and create a comprehensive advertising campaign that applies their knowledge in the form of a project.	Formative: Complete quiz on creative execution: art and copy (Q8 Ch.9).	70% of students will score a 70 or higher on the quiz.	Benchmark Exceeded- 88% of students scored a 70 or higher on the quiz.	No additional action required.	Week 5, Fall 2016 (Eight week class)
	(6) Students will formulate and create a comprehensive advertising campaign that applies their knowledge in the form of a project.	Summative: Comprehensive project.	70% of students will score a 70 or higher on the project.	Benchmark Met- 71% of students scored a 70 or higher on the project.	Require earlier submission of the project for initial feedback.	Week 8, Fall 2016 (Eight week class)



**Florence-Darlington Technical College**  
**Assessment-Systematic Evaluation Plan Detailed Report**

**Course Name:** ACC 150 (01) - Payroll Accounting

**[Division]** Technical & General

**Faculty:** Winnie Riley

**Semester(s) Reported:** Fall, 2016

**Course Category:**  Traditional Day  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.ACC Accounting # 2: Basic Accounting Skills**

**AAS.MGT Management #3: Accounting Skills**

**AAS.MKT Marketing #3: Accounting Skills**

**Course Student Learning Outcome:**

- (1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.

**Analysis of Results:**

Formative: 82% of the students scored at least a 70 or higher on quiz 6. Only three students scored lower than a 70 on the quiz: 50, 65, and 65.

Summative: 65% of the students scored at least a 70 or higher on exam 3. Six students scored lower than a 70 on the test: 58, 64, 64, 39, 61, and 69. Had the student with a 69 scored one point higher, the target percentage would have been met:  $12/17 = 70.588\%$ .

**Strength in student performances:** Students did well on the quiz analyzing and journalizing payroll.

**Weaknesses in student performances:** Despite doing well on both quizzes, a number of students had difficulty with the exam.

**Recommended Action(s):** Additional review will be provided before the exam.

**When Action will be implemented:** Fall, 2017

**Data Comparison:**

	<b>2016 Fall- Startup</b>	<b>2017 Fall</b>	<b>2018 Fall</b>	<b>2019 Fall</b>
<b>Measurement Instrument</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>
Quiz 6: Analyzing and Journalizing Payroll	70% of students will score at least a 70 or higher on the quiz.			
Exam 3: Chapters 5 & 6	70% of students will score at least a 70 or higher on the exam.			

**Impact of Changes Implemented As a Result of Previous Assessment Cycle:** N/A

**Florence-Darlington Technical College**  
**Assessment-Systematic Evaluation Plan Detailed Report**

**Course Name:** ACC 150 (50) - Payroll Accounting

[Division] Technical & General

**Faculty:** Winnie Riley

**Semester(s) Reported:** Fall, 2016

**Course Category:**  Traditional Day  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.ACC Accounting # 2: Basic Accounting Skills**

**AAS.MGT Management #3: Accounting Skills**

**AAS.MKT Marketing #3: Accounting Skills**

**Course Student Learning Outcome:**

- (1) Students will develop and apply a working knowledge of unemployment compensation tax law with analyzing and journalizing payroll.

**Analysis of Results:**

**Formative:** 95% of the students scored at least a 70 or higher on quiz 6. Only one student scored lower than a 70 on the quiz: this student did not take the quiz.

**Summative:** 58% of the students scored at least a 70 or higher on exam 3. Eight students scored lower than a 70 on the test: 68, 69, 0, 48, 62, 0, 54, and 41. Two students did not take the exam and two students scored within two points of a 70.

**Strength in student performances:** Students did well on the quiz analyzing and journalizing payroll.

**Weaknesses in student performances:** Despite doing well on both quizzes, a number of students had difficulty with the exam.

**Recommended Action(s):** Additional review will be provided before the exam.

**When Action will be implemented:** Fall, 2017

**Data Comparison:**

	<b>2016 Fall- Startup</b>	<b>2017 Fall</b>	<b>2018 Fall</b>	<b>2019 Fall</b>
<b>Measurement Instrument</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>
Quiz 6: Analyzing and Journalizing Payroll	70% of students will score at least a 70 or higher on the quiz.			
Exam 3: Chapters 5 & 6	70% of students will score at least a 70 or higher on the exam.			

**Impact of Changes Implemented As a Result of Previous Assessment Cycle:** N/A

**Florence-Darlington Technical College  
Assessment-Systematic Evaluation Plan Detailed Report**

**Course Name:** ACC 150 (01) - Payroll Accounting

**[Division]** Technical & General

**Faculty:** Winnie Riley

**Semester(s) Reported:** Fall, 2016

**Course Category:**  Traditional Day  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.ACC Accounting # 2: Basic Accounting Skills**

**AAS.MGT Management #3: Accounting Skills**

**AAS.MKT Marketing #3: Accounting Skills**

**Course Student Learning Outcome:**

- (2) Students will create a payroll register that accurately applies all payroll laws covered in the course.

**Analysis of Results:**

Formative: 88% of the students scored at least a 70 or higher on quiz 4. Only two students scored lower than a 70 on the quiz: 67 and 43.

Summative: 100% of the students scored at least a 70 or higher on the final exam. There was a perfect rate of success on the final as the students demonstrated an overall understanding of the material presented in the course.

**Strength in student performances:** Students did well on the quiz about income tax withholding as well as on the final exam.

**Weaknesses in student performances:** None. Students did very well in this portion of the course.

**Recommended Action(s):** N/A

**When Action will be implemented:** N/A

**Data Comparison:**

	<b>2016 Fall- Startup</b>	<b>2017 Fall</b>	<b>2018 Fall</b>	<b>2019 Fall</b>
<b>Measurement Instrument</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>
Quiz 4: Income Tax Withholding	70% of students will score at least a 70 or higher on the quiz.			
Final Exam	70% of students will score at least a 70 or higher on the exam.			

**Impact of Changes Implemented As a Result of Previous Assessment Cycle:** N/A



**Florence-Darlington Technical College  
Assessment-Systematic Evaluation Plan Detailed Report**

**Course Name:** ACC 150 (50) - Payroll Accounting

**[Division]** Technical & General

**Faculty:** Winnie Riley

**Semester(s) Reported:** Fall, 2016

**Course Category:**  Traditional Day  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.ACC Accounting # 2: Basic Accounting Skills**

**AAS.MGT Management #3: Accounting Skills**

**AAS.MKT Marketing #3: Accounting Skills**

**Course Student Learning Outcome:**

- (2) Students will create a payroll register that accurately applies all payroll laws covered in the course.

**Analysis of Results:**

**Formative:** 89% of the students scored at least a 70 or higher on quiz 4. Only two students scored lower than a 70 on the quiz: 0, 67. One student should have been dropped from the course for failing to attempt any work.

**Summative:** 89% of the students scored at least a 70 or higher on the final exam. Only two students scored lower than a 70 on the final exam. Both students failed to take the final exam. Sixteen of the nineteen students in the class demonstrated an overall understanding of the material presented in the course.

**Strength in student performances:** Overall, students did well on the quiz about income tax withholding as well as on the final exam.

**Weaknesses in student performances:** Overall, students did very well in this portion of the course. One student should have been dropped from the course for failing to attempt any work.

**Recommended Action(s):** N/A

**When Action will be implemented:** N/A

**Data Comparison:**

	<b>2016 Fall- Startup</b>	<b>2017 Fall</b>	<b>2018 Fall</b>	<b>2019 Fall</b>
<b>Measurement Instrument</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>
Quiz 4: Income Tax Withholding	70% of students will score at least a 70 or higher on the quiz.			
Final Exam	70% of students will score at least a 70 or higher on the exam.			

**Impact of Changes Implemented As a Result of Previous Assessment Cycle:** N/A

**Florence-Darlington Technical College  
Assessment-Systematic Evaluation Plan Detailed Report**

**Course Name:** MKT 240 (25T) - Advertising

[Division] Technical & General

**Faculty:** Steven Weingartner

**Semester(s) Reported:** Fall 2016

**Course Category:**  Traditional  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.MGT Management - #6 Advanced Management Skills**

**AAS.MKT Marketing - #6 Advanced Marketing Skills**

**Course Student Learning Outcomes:**

(5) Students will compare and assess practical knowledge about the different types of advertising media.

**Analysis of Results:**

Formative: 82% of students scored a 70 or higher on quiz 11. Three students scored less than a 70 on the quiz.

Summative: 76% of students scored a 70 or higher on the final. Four students scored less than a 70 on the final.

**Strength in student performances:** Students did well on the quiz on digital interactive media.

**Weaknesses in student performances:** N/A

**Recommended Action(s):** N/A

**When Action will be implemented:** N/A

**Data Comparison:**

	2016 - Fall	20__	20__	20__
<b>Measurement Instrument</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>	<b>Benchmark</b>
Quiz 11 – Chapter 12 on Digital Interactive Media.	70% of students will score a 70 or higher on the quiz.			
Final Exam	70% of students will score a 70 or higher on the final exam.			

**Impact of Changes Implemented As a Result of Previous Assessment Cycle:** N/A

**Florence-Darlington Technical College  
Assessment-Systematic Evaluation Plan Detailed Report**

**Course Name:** MKT 240 (25T) - Advertising

[Division] Technical & General

**Faculty:** Steven Weingartner

**Semester(s) Reported:** Fall 2016

**Course Category:**  Traditional  Hybrid/Blended  Online  Web Facilitated  Dual Enrollment  DL

**Program Student Learning Outcome:**

**AAS.MGT Management - #6 Advanced Management Skills**

**AAS.MKT Marketing - #6 Advanced Marketing Skills**

**Course Student Learning Outcome:**

(6) Students will formulate and create a comprehensive advertising campaign that applies their knowledge in the form of a project.

**Analysis of Results:**

**Formative:** 88% of students scored a 70 or higher on the quiz. Only two students scored less than a 70 on the quiz. One student did not take the quiz.

**Summative:** 71% of students scored a 70 or higher on the project. Five students scored less than a 70 on the project. Four students did not turn in any work.

**Strength in student performances:** Students did well on the quiz on creative execution: art and copy.

**Weaknesses in student performances:** Four students did not turn in a project.

**Recommended Action(s):** Require earlier submission of the project for initial feedback.

**When Action will be implemented:** Spring 2017

**Data Comparison:**

	2016 - Fall	20__	20__	20__
Measurement Instrument	Benchmark	Benchmark	Benchmark	Benchmark
Quiz 8 – Chapter 9 on creative execution: art and copy.	70% of students will score a 70 or higher on the quiz.			
Project	70% of students will score a 70 or higher on the project.			

**Impact of Changes Implemented As a Result of Previous Assessment Cycle:** Spring 2017