

Management Student Learning Outcomes

FDTC Curriculum Map

Program: Management

Course #	Course Title	Credits	Но	urs	Program	General Education
Course #	Course Title	Credits	Lecture	Lab	Outcomes	Outcomes
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

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
			ı			

Total Credits:

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.

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

Program Learning Outcomes

1. Business Communication

7. Applied Technology

- 2. Financial Skills
- 3. Accounting Skills
- 4. Business Environment
- 5. Applied Business Skills
- 6. 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.

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.

PSLO

Course Student Learning Outcomes being Measured Fall 2016

ACC 150 - Payroll Accounting

Three Year Assessment Map

						mee real	Maacaaii	ient	Maiah												
	Fall	2016				F	all 2017						Fall 20	018				Fall 2019			
AOT	MGT	MKT	ACC	AOT		MGT	МК	Т	ACC		AOT	MGT		MKT	· ACC	e	AOT	MGT	MKT	ACC	
AOT 167 4	ACC 150 3	ACC 150	ACC 150	2 AOT 16	2 4	MGT 280	1 MGT	280	1 MGT 280	1	AOT 134	1 ECO 20	1 4	ECO 201	4 ECO 20	01 3	AOT 265 4	ACC 115	6	ACC 115	5
				AOT 26	1 4	AOT 261	5 AOT	261	5 AOT 261	4	AOT 141	5 BAF 10:	1 2	BAF 101	2		AOT 267 4			ACC 265	5 Taught at least partially by adjuncts.
AOT 210 3	MKT 240 6	MKT 240	ACC 230	5							AOT 180	6 BUS 25	0 4	BUS 250	4			BUS 123	4 BUS 123	4 BUS 123	3
				ACC 11	1 2	ACC 111	3 ACC	111	3 ACC 111	2	AOT 271	7 ACC 11		ACC 112		12 2		BUS 240			production of the second secon
				AOT 10				-	ACC 101			MKT 10			5 ACC 24				6 MKT 120		represent PSLO's for that program.
				AOT 13					ACC 101	5		WINT TO	1 3	MKT250		10 3			6 MKT 110		represent roto's for that program.
				AUTI	,5 1	•								WIK 1230	O						
																		MG1 101	5 MGT 10:	1 5	
		0047										-		2040					2020		[AGG L. L. F. DSLOL
		g 2017					ring 2018	_					pring	2019					ng 2020		ACC only has 5 PSLO's
AOT	MGT	MKT	ACC	AOT		MGT	MK	Т	ACC		AOT	MGT		MKT	ACC		AOT	MGT	MKT	ACC	• ,
									ACC 102	5					ACC 20	1 5	AOT 110 3			ACC 231	5
																	AOT 163 4				
2	2	2	2	5		3	3		5		4	5		6	4		4	6	5	5	< Number of courses per term.
T	here are five g	eneral ed cour	ses for each p	rogram, Econ	is a g	eneral ed co	urse for ACC	, MGT	, and MKT - n	ot for A	OT	ACC/MG	T/MK	T	4		AOT 5	1			(A)
1 "	Total ACC =	20							*CHOOPIN THEFACE BOO								-	1			
	Total AOT =	20																1			
																		1			
	Total MGT =	20																1			
1	Total MKT =	20																1			

All PSLO's are covered within the first three years.

Entrepreneurship courses can be started next fall.

General: MAT 165, ENG 101, SPC 205, Elective.

ACC 150 (01) - Payroll Accounting

Modality: Traditional

		Studer	nt Idei	ntification	Program Outcome # 2				
Count of Students	ı	Name			PSLO	Description: B	asic Accou	inting Skills	
Count of Students	ł			,	CS	LO1	CSLO2		
လို အ	Last	First	Sex	ID NO	Formative	Summative	Formative	Summative	
					Quiz 6	Exam 3	Quiz4	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 th	e students will	score 70%	or higher*	
				Course Banchmark 0/*	70	70	70	70	

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

	,			ACC 150 (50) – Payroll A	Accounting		Modality: Or	nline		
		Stude	nt Ident	ification		Progran	n Outcome #	2		
of		Name	_		PSLC	PSLO Description: Basic Accounting Skills				
Count of Students					CSLO1 Qui	z Average	CSLC	2: Final Exam		
Co	Last	First	Sex	ID NO	Formative	Summative	Formative	Summative		
					Quiz 6	Exam 3	Quiz4	Final Exam		
1	XXXX	XXXX		XXXX	100	88	97	94		
2	XXXX	XXXX		XXXX	90	68	93	94		
3	XXXX	XXXX		XXXX	80	69	93	95		
4	XXXX	XXXX		XXXX	95	85	93	92		
5	XXXX	XXXX		XXXX	100	0	100	0		
6	XXXX	XXXX		XXXX	100	48	100	98		
7	XXXX	XXXX		XXXX	75	77	77	93		
8	XXXX	XXXX		XXXX	90	62	100	93		
9	XXXX	XXXX		XXXX	0	0	0	0		
10	XXXX	XXXX		XXXX	100	100	97	96		
11	XXXX	XXXX	-	XXXX	100	54	77	90		
12	XXXX	XXXX		XXXX	90	82	87	87		
13	XXXX	XXXX		XXXX	95	78	93	94		
14	XXXX	XXXX		XXXX	85	98	97	93		
15	XXXX	XXXX		XXXX	100	85	93	91		
16	XXXX	XXXX		XXXX	100	85	100	93		
17	XXXX	XXXX		XXXX	70	85	67	94		
18	XXXX	XXXX		XXXX	95	41	100	83		
19	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

951		Stude	ent Identification		Program	Outcome # 6	
t of nts	1	Name		PS	LO Description: A	dvanced Marketin	g Skills
Count of Students				CSI	LO5	C	SLO6
Co Stu	Last	First	Sex ID NO	Formative:	Summative:	Formative:	Summative:
				Quiz 11- Chapter 12	Final Exam	Quiz 8- Chapter 9	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 stu	ıdents will s	core 80% or higher	*
			Course Benchmark %*	70	70	70	70

	E.g. 70% of the st	udents will	score 80% or higher	r*
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 Cat	egory: $oxtimes$ Traditional $oxtimes$ Hybrid/Blended	☐ Online	☐ Web Facilitated	☐ Dual Enrollment	
D	to look I coming Outcomes				
	tudent Learning Outcome:				
AAS.ACC	Accounting # 2: Basic Accounting Skills				
AAS.MGT	Management #3: Accounting Skills				
AAS.MKT	Marketing #3: Accounting Skills				

Course	Course Student	Assessment	Benchmark	Actual Level of	Action Plan	Time Interval
Number	Learning Outcome	Method		Achievement		
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 Cat	tegory: \square Traditional \square Hybrid/Blended	□ Online □	Web Facilitated ☐ Dual En	rollment 🗆 DL
Program S	tudent Learning Outcome:		,	
	Accounting # 2: Basic Accounting Skills			
AAS.MGT	Management #3: Accounting Skills			
AAS.MKT	Marketing #3: Accounting Skills			

Course	Course Student	Assessment	Benchmark	Actual Level of	Action Plan	Time Interval
Number	Learning Outcome	Method		Achievement		
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 fechnical College Marketing & Management - Programs Assessment-Systematic Evaluation Plan

MKT 240 (25T) - Advertising

Course Category:	Traditional	× I	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)

Course Name: ACC 150 (01) - Payroll Accounting	[Division] Technical & General
Faculty: Winnie Riley	
Semester(s) Reported: Fall, 2016	
Course Category: ⊠ Traditional Day □ Hybrid/Blended □ Enrollment □ DL	Online □ Web Facilitated □ Dual
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:	
 Students will develop and apply a working knowledge of unemp analyzing and journalizing payroll. 	ployment compensation tax law with
Analysis of Results:	
Formative: 82% of the students scored at least a 70 or higher on quiz 6. on the quiz: 50, 65, and 65.	Only three students scored lower than a 70
Summative: 65% of the students scored at least a 70 or higher on exam 3 the test: 58, 64, 64, 39, 61, and 69. Had the student with a 69 scored one have been met: $12/17 = 70.588\%$.	3. Six students scored lower than a 70 on point higher, the target percentage would
Strength in student performances: Students did well on the quiz	z analyzing and journalizing payroll.
Weaknesses in student performances: Despite doing well on bot	th 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:

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

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

Course Name: ACC 150 (50) - Payroll Accounting	[Division] Technical & General
Faculty: Winnie Riley	
Semester(s) Reported: Fall, 2016	
Course Category: \square Traditional Day \square Hybrid/Blended Enrollment \square DL	□ Online □ Web Facilitated □ Dual
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:

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

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

	•		_			
Course Name: AC	C 150 (01) - Payroll	Accounting	[Division] Tech	nical & General		
Faculty: Winnie R	iley					
Semester(s) Report	ted: 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 Le	arning Outcome:					
(2) Students will course.	ll create a payroll regi	ster that accurately ap	oplies all payroll laws	s covered in the		
Analysis of Results	:					
Formative: 88% of th on the quiz: 67 and 43	e students scored at leas	st a 70 or higher on quiz	24. Only two students s	cored lower than a 70		
Summative: 100% of to on the final as the stud	he students scored at lea lents demonstrated an o	ast a 70 or higher on the verall understanding of	e final exam. There was the material presented	a perfect rate of succes 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:						
	2016	2017	2018	2019		
	Fall- Startup	Fall	Fall	Fall		
	•					

	2010	2017	2010	2017
	Fall- Startup	Fall	Fall	Fall
Measurement	Benchmark	Benchmark	Benchmark	Benchmark
Instrument				
Quiz 4: Income Tax	70% of students will			
Withholding	score at least a 70 or			
	higher on the quiz.			
Final Exam	70% of students will			

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

score at least a 70 or higher on the exam.

Course Name: AC	C 150 (50) - Payroll	Accounting	[Division] Tech	nnical & General		
Faculty: Winnie R	iley					
Semester(s) Report	ted: Fall, 2016					
Course Category: Enrollment □ DL	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 Le	arning Outcome:					
(2) Students will course.	ll create a payroll regi	ster that accurately a	pplies all payroll law	s covered in the		
Analysis of Results	•					
Formative: 89% of the on the quiz: 0, 67. One	e students scored at leas e student should have be	st a 70 or higher on quizeen dropped from the co	z 4. Only two students a purse for failing to atter	scored lower than a 70 mpt any work.		
than a 70 on the final	e students scored at leas exam. Both students fail all understanding of the	ed to take the final exa	m. Sixteen of the ninete	tudents scored lower een students in the class		
Strength in student as well as on the final		erall, students did we	ll on the quiz about in	ncome tax withholding		
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 Act	ion(s): N/A	1	1	1		
When Action will be implemented: N/A						
Data Comparison:						
	2016	2017	2018	2019		
	Fall- Startup	Fall	Fall	Fall		
Measurement	Benchmark	Benchmark	Benchmark	Benchmark		
Instrument			_			
Quiz 4: Income Tax	70% of students will					
Withholding	score at least a 70 or					
	higher on the quiz.					

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

70% of students will score at least a 70 or higher on the exam.

Final Exam

Course Name:	MKT 240 (25T) - Adve	ertising	[Division] Te	chnical & General
Faculty: Steven Weingartner				
Semester(s) Rep	orted: Fall 2016			
Course Category	y: □ Traditional ⊠ H DL	ybrid/Blended 🗆 O	nline 🗆 Web Facilit	ated Dual
Program Student Learning Outcome: AAS.MGT <mark>Management - #6 Advanced Management Skills</mark> AAS.MKT <mark>Marketing - #6 Advanced Marketing Skills</mark>				
Course Student	Learning Outcomes:			
(5) Students will	compare and assess prac	tical knowledge abou	at the different types o	f advertising media.
Analysis of Resu	<u>ılts</u> :			
Formative: 82% o	of students scored a 70 or h	igher on quiz 11. Three	students scored less tha	n a 70 on the quiz.
Summative: 76%	of students scored a 70 or	higher on the final. Fou	r students scored less th	an 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	<u>:</u> 2016 - Fall	20	20	20

	2016 - Fall	20	20	20
Measurement Instrument	Benchmark	Benchmark	Benchmark	Benchmark
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

Course Name: M	KT 240 (25T) - Adve	rtising	[Division] Te	echnical & General		
Faculty: Steven W	eingartner					
Semester(s) Report	ed: Fall 2016					
Course Category: ☐ Traditional ⊠ Hybrid/Blended ☐ Online ☐ Web Facilitated ☐ Dual Enrollment ☐ DL						
AAS.MGT Manage	Program Student Learning Outcome: AAS.MGT Management - #6 Advanced Management Skills AAS.MKT Marketing - #6 Advanced Marketing Skills					
Course Student Lea	arning Outcome:					
(6) Students will for in the form of a proj	mulate and create a co	omprehensive adverti	sing campaign that ap	oplies their knowledge		
Analysis of Results	:					
Formative: 88% of st One student did not tal	udents scored a 70 or hi	gher on the quiz. Only	two students scored less	s than a 70 on the quiz.		
	students scored a 70 or h did not turn in any work		ive students scored less	than a 70 on the		
Strength in student	t performances: Stud	ents did well on the o	juiz on creative execu	ition: art and copy.		
Weaknesses in stud	lent performances: F	our students did not	turn in a project.			
Recommended Act	ion(s): Require earlie	er submission of the p	project for initial feed	back.		
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					

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

score a 70 or higher on the project.