

**MORAINE PARK TECHNICAL COLLEGE
PROGRAM OUTCOMES WORKSHEET
2008-2009**

Program Name: Marketing
Program Number: 10-104-3
Required Exit Assessment: Self-Assessment Rubric

Student Name:
MPTC Six-Digit Student ID #:
Semester of Program Acceptance:

Program Learning Outcomes					
Develop a merchandising plan					
<i>104-107 Merchandising Management</i>		Merchandising Plan			
Apply team-building skills in work situations.					
<i>196-189 Team Building and Problem Solving</i>		Team Presentation			
Create an advertising campaign.					
<i>104-125 Advertising</i>		Ad Project			
Design a promotional plan.					
<i>104-119 Promotion</i>		IMC Plan			
Develop a marketing plan.					
<i>104-102 Marketing Principles</i>		Marketing Plan			
Formulate a strategic selling plan.					
<i>104-105 Selling</i>		Sales Manual			
Analyze data/strategies to solve business problems					
<i>104-113 Marketing Management Analysis</i>		Report/Summary			
Research global markets.					
<i>104-111 International Marketing</i>		Report			
Core Abilities					
<i>890-125 Student Success</i> AND		Core Ability Inventory			
<i>890-130 Career Development</i>		Core Ability Inventory and Self-assessment Reflection			
		AND Reflection essay "How I've Changed: Then and Now"			