

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

Program Name: Marketing, Business-to-Business
Program Number: 10-104-6
Required Exit Assessment: Capstone Project

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

Program Learning Outcomes					
Analyze data/strategies to solve business problems.					
104-113 Marketing Management Analysis	Report/Summary				
104-116 Database Marketing					
Analyze functions of organizational buying					
104-123 Supply Management	Purchasing Report				
104-156 Business-to-Business Marketing	Reflection paper				
Design a promotional plan.					
104-119 Promotion	Promotional Plan				
Develop an internet marketing strategy.					
104-118 e-Business Marketing Strategies	Internet Mktg Plan				
Research global markets					
104-111 International Marketing	Report				
Develop a marketing plan.					
104-102 Marketing Principles	Marketing Plan				
Formulate a strategic selling plan.					
104-105 Selling	Sales Manual				
Core Abilities					
890-125 Student Success AND	Core Ability Inventory				
890-130 Career Development	Core Ability Inventory and Self-assessment Reflection				
	AND Reflection essay "How I've Changed: Then and Now"				