

**MORAINÉ PARK TECHNICAL COLLEGE  
PROGRAM OUTCOMES WORKSHEET  
2009-2010**

**Program Name:** Marketing  
**Program Number:** 10-104-3  
**Required Exit Assessment:** Project Checklist

**Student Name:**  
**MPTC Student ID #:**  
**Semester of Program Acceptance:**

<b>Program Learning Outcomes</b>	
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

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