

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

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

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

<b>Program Learning Outcomes</b>	
Analyze data/strategies to solve business problems.	
104-113 <i>Marketing Management Analysis</i>	Report/Summary
104-116 <i>Database Marketing</i>	
Analyze functions of organizational buying	
104-123 <i>Supply Management</i>	Purchasing Report
104-156 <i>Business-to-Business Marketing</i>	Reflection paper
Design a promotional plan.	
104-119 <i>Promotion</i>	Promotional Plan
Develop an internet marketing strategy.	
104-118 <i>e-Business Marketing Strategies</i>	Internet Mktg Plan
Research global markets	
104-111 <i>International Marketing</i>	Report
Develop a marketing plan.	
104-102 <i>Marketing Principles</i>	Marketing Plan
Formulate a strategic selling plan.	
104-105 <i>Selling</i>	Sales Manual