

**Assurance of Student Learning Assessment Plan
Sales Certificate/Marketing Department
2023-2024 (to be assessed beginning Fall 2024)**

College Name: Ford College of Business

Department Name: Marketing

Program Name: Sales Certificate

Name of Proponent/Program Director: Lukas Forbes

Name of Assessor: Kristin Bennett

Program Learning Outcome 1

Learning Outcome 1	Describe each step in the selling process
Measurement Instrument(s)	Students will be given an assignment at the end of each semester to write a 1 page essay describing the steps in the selling process
Criteria for Student Success	The goal is for 70% of the students to achieve a 7 or better on the 10-point rubric
Methods	Towards the end of the semester after students have been introduced to the 6 step sales process, heard lecture on each step and had the opportunity to participate in an abbreviated role play, students will be asked to write an essay describing in detail the steps in the selling process. They will be assessed using the rubric below. A random sample of 20% of essays from a MKT 325 section will be reviewed by 3 sales faculty

Program Learning Outcome 2

Learning Outcome 2	Apply each step in the selling process
Measurement Instrument(s)	Students will successfully demonstrate the ability to conduct a full sales call in a recorded manner to a business/corporation representative
Criteria for Student Success	The goal is for 70% of the students to achieve a 7 or better on the 10-point rubric
Methods	Students will take part in a comprehensive class, MKT 425 Advanced Personal Selling, which breaks down each step of the sales process and allows the students to participate in 4-5 full 20 minute role plays to develop and master their selling skills using a particular product or service. A random sample of 10% of role plays from a MKT425 section will be reviewed and graded by 3 sales faculty

MARKETING DEPARTMENT ASSURANCE OF STUDENT LEARNING

SALES CERTIFICATE

CURRICULUM MAP

	<i>Department Outcome/Goal:</i>	<i>College Outcome/Goal:</i>
<i>PLO 1:</i> <i>Students will be able to fully describe each step in the sales process.</i>	<i>Upon graduation students will understand and have mastered each step in the 6 step sales process.</i>	<i>Upon graduation students will have marketable sales skills necessary for success and leadership in the sales industry.</i>
<i>PLO 2:</i> <i>Students will be able to apply each step in the sales process to a product/service and conduct a successful sales presentation using these skills.</i>	<i>Upon graduation students will have the ability to apply each step in the sales process to a product/service and conduct successful sales presentations.</i>	<i>Upon graduation students have the ability to effectively sell a product or service using the sales process.</i>

(Where are PLOs Introduced, Developed, and Mastered)?

	<i>COURSE</i>	<i>COURSE</i>	<i>COURSE</i>	<i>COURSE</i>	<i>COURSE</i>	<i>COURSE</i>
<i>PLO 1: Students will be able to fully describe each step in the sales process</i>	<i>MKT 325 – Introduction to Personal Selling (I, D)</i>	<i>MKT 425- Advanced Personal Selling (D, M)</i>				