

Assessment Impact by Course Objectives

Palau Community College

Program (TH) - Tourism and Hospitality (THFB, THHM, THHO & THTS)

Program (TH) - Tourism and Hospitality (THFB, THHM, THHO & THTS)

CLO: TH 220 - Marketing: CLO 1

Define marketing and describe the marketing process.

CLO Assessment Cycle: 2014-2015 (Spring 2015)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Define and discuss marketing. Describe purpose and methods to understand consumers and build customer relationships. Signature assignment: Test	70% of the students assessed will perform at the proficiency level.		Yes
Prepare and present an integrated marketing plan and plan a marketing campaign. Signature assignment: Project	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Test - 07/29/2015 - 100% of students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: TH 220 Test One CLO One SP 2015.pdf	07/29/2015 - Proficiency level was attained, therefore no changes to course delivery and assessment tool will be made at this time.		2014 - 2015 (Spring 2015)
Project - 07/29/2015 - 100% of students assessed performed at proficiency level. Two students completed the project as a group. Expected Student Performance Met: Yes Related Documents: TH 220 PROJECT Spring 2015.pdf	07/29/2015 - Proficiency level was attained, therefore no changes to course delivery and assessment tool will be made at this time.		2014 - 2015 (Spring 2015)
Test - 05/26/2014 - 100% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: TH 220 Test One _ CLO 1 Spring 2014.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)

CLO: TH 220 - Marketing: CLO 2

Describe the marketplace and consumers and conduct market research.

CLO Assessment Cycle: 2014-2015 (Spring 2015)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Discuss the process of analyzing the marketing environments: actors/microenvironment and forces/macroenvironment. Identify typical consumer behavior and discuss strategies for consumers. Signature assignment: Test	70% of the students assessed will perform at the proficiency level.		Yes
Analyze the marketing environment and consumer demographics; Conduct market research and analyze data collected from research; and present findings. Signature assignment: Project	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Test - 07/29/2015 - 100% of students assessed performed at proficiency level. Two students completed the project as a group. Expected Student Performance Met: Yes Related Documents: TH 220 Test Two CLO Two SP 2015.pdf	08/02/2015 - Proficiency level was attained, therefore no changes will be made to course delivery or assessment tool at this time.		2014 - 2015 (Spring 2015)
Project - 07/29/2015 - 100% of students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: TH 220 PROJECT Spring 2015.pdf	07/29/2015 - Proficiency level was met, therefore no changes to the course delivery or assessment tool will be made at this point.		2014 - 2015 (Spring 2015)
Project - 05/26/2014 - 100% of students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: Marketing Intelligence.pdf Marketing Survey Results.pdf TH 220 Marketing Proposal Project.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)
Test - 05/26/2014 - 75% of students assessed performed at the proficiency level. Expected Student Performance Met: Yes Related Documents: Test Two_CLO 2 and 3.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)

CLO: TH 220 - Marketing: CLO 3

Design a customer-driven marketing strategy and mix.

CLO Assessment Cycle: 2014-2015 (Spring 2015)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Describe the 4 P's of marketing (product, price, place, promotion). Discuss product life cycles and pricing strategies. Identify markets and describe market segmenting principles. Signature assignment: Test	70% of the students assessed will perform at the proficiency level.		Yes
Identify target markets available; design a customer driven marketing strategy discuss the 4 P's in marketing and pricing strategies; and do presentation. Signature assignment: Project	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Test - 08/02/2015 - 100% of the students assessed performed at proficiency level. *Only one students completed this assessment tool. Expected Student Performance Met: Yes Related Documents: TH 220 Test 3 CLO 3 Spring 2015.xps	08/02/2015 - Proficiency level was maintained, therefore no changes will be made to course delivery or assessment tool at this time.		2014 - 2015 (Spring 2015)
Project - 07/29/2015 - 100% of students assessed performed at the proficiency level. Two students completed the project as a group. Expected Student Performance Met: Yes Related Documents: TH 220 PROJECT Spring 2015.pdf	07/29/2015 - Proficiency level was attained, therefore no changes to course delivery and assessment tool will be made at this time.		2014 - 2015 (Spring 2015)
Project - 05/26/2014 - 100% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: TH 220 Marketing Proposal Project.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)
Test - 05/26/2014 - 75% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: Test Two_CLO 2 and 3.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)

CLO: TH 220 - Marketing: CLO 4

Develop and communicate customer value.

CLO Assessment Cycle: 2014-2015 (Spring 2015)**CLO Status:** Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Discuss techniques in communicating value to customers. Identify and explain the various promotional techniques. Signature assignment: Test	70% of the students assessed will perform at the proficiency level.		Yes
Identify potential promotional techniques. Develop and present an advertisement. Signature assignment: Project	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Project - 07/29/2015 - 100% of the students assessed performed at the proficiency level. Two students completed the project as a group. Expected Student Performance Met: Yes Related Documents: TH 220 PROJECT Spring 2015.pdf	07/29/2015 - Proficiency level was attained, therefore no changes to the course delivery or assessment tool will be made at this time.		2014 - 2015 (Spring 2015)
Project - 05/26/2014 - 100% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: TH 220 Marketing Proposal Project.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)

CLO: TH 220 - Marketing: CLO 5

Demonstrate the ability to apply the marketing theory to practical applications.

CLO Assessment Cycle: 2014-2015 (Spring 2015)**CLO Status:** Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active

Means of Assessment

Means of Assessment	Expected Student Performance	Notes	Active
Demonstrate the ability to apply marketing theories into practical applications. Develop a research plan. Collect, organize, and analyze data. Create a research tool. Organize and interpret data/information. Produce and present a marketing plan/proposal. Signature assignment: Project	70% of the students assessed will perform at the proficiency level.		Yes

Results

Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Project - 07/29/2015 - 100% of students assessed performed at the proficiency level. Two students completed the project as a group. Expected Student Performance Met: Yes Related Documents: TH 220 PROJECT Spring 2015.pdf	07/29/2015 - Proficiency level was attained, therefore no changes to course delivery and assessment tool will be made at this time.		2014 - 2015 (Spring 2015)
Project - 05/26/2014 - 100% of students assessed performed at proficiency level. Expected Student Performance Met: Yes Related Documents: TH 220 Marketing Proposal Project.pdf	05/26/2014 - No action needed at this time as the expected outcome has been met.		2013 - 2014 (Spring 2014)