

1. Outcome	2. Maps to a Core Outcome?	3. Assessment Setting/Method	4. When will assessment take place?
Communicate effectively with customers, suppliers, employees, and other stakeholders, using standard business terminology.	*Communication *Professional Competence *Critical Thinking	Critical Thinking outcome: BA 213 (Managerial Accounting). Use of Critical Thinking and VALUE rubric.	Spring 2010
Analyze market situations and evaluate possible marketing solutions in the context of the local business setting.	*Professional Competence *Critical Thinking	Communication and Professional Competence outcome: BA 205 (Solving Communication Problems with Technology). Use of Communication / Professional Competence rubric.	Year 1
Work effectively in a team or group setting.	*Professional Competence *Cultural Awareness		
Use computer applications for appropriate marketing analysis, presentations, and reports.	*Communication *Professional Competence	Community and Environmental Responsibility outcome: BA 285 (Human Relations and Organizations). Use of CAER rubric	Year 2
Practice within the legal, ethical, and economic standard of the business environment.	*Community and Environmental Responsibility *Professional Competence *Critical Thinking	Cultural Awareness outcome: BA 285 (Human Relations and Organizations). Use of a CA rubric.	
Identify situations unique to the global environment and evaluate possible marketing solutions in the context of that business setting.	*Cultural Awareness		
Develop marketing plans including elements of an environmental analysis, strategic marketing analysis and marketing mix.	*Critical Thinking *Communication *Community and Environmental Responsibility		
		Self-Reflection outcome not applicable to the Marketing degree.	