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## Academic Assessment

### Program Learning Outcomes

Division	Math, Science, Business & Technology
Program	Marketing
Degree/Certificate	Associate in Applied Science
Program Learning Outcomes	<p>Students will be able to:</p> <ol style="list-style-type: none"><li>1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion and Place) and demonstrate the ways each contributes to the overall operation of an organization.</li><li>2. Analyze, organize, and execute basic business and marketing strategies.</li><li>3. Describe how internal and external forces impact the various departments within an organization – to include operations, finance, marketing, production and human resources.</li><li>4. Apply marketing principles to business and marketing issues.</li></ol>

Submitted 11/7/2019