Program: Sales Management Certificate

Domain Content	Program-Level SLO	Year 1 2023-2024	Year 2 2024-2025	Year 3 2025-2026	Year 4 2026-2027	Year 5 2027-2028
Content	Program-Level SLO Describe the fundamentals of	Data Collection: Measure:	Reflection on the Use of	Data Collection: Measure:	2020-2027	2027-2028
		Exams 1, 2, 3 in MAR4412	Findings: Implement	Exams 1, 2, 3 in MAR4412		
	Sales Management and		actions for improvement			
	Professional Selling	Professional Selling	actions for improvement	Professional Selling		
	in business.	MEthods and MAR 4403		MEthods and MAR 4403		
		Sales Management.		Sales Management.		
		Assessment location:		Assessment location:		
		Exams 1, 2 and 3. Direct		Exams 1, 2 and 3. Direct		
		Measure Assessment:		Measure Assessment:		
		Required exams in class.		Required exams in class.		
		Gather baseline data		Follow-up assessment		
				(impact data)		
Critical Thinking	Identify the skills appropriate		Data Collection: Measure:	Reflection on the Use of	Data Collection: Measure:	
	for achieving sales objectives.		Exams 1, 2, 3 in MAR4412		Exams 1, 2, 3 in MAR4412	
	for achieving sales objectives.		Professional Selling	for improvement	Professional Selling MEthods and	
			MEthods and MAR 4403	loi improvement	MAR 4403 Sales Management.	
					Assessment location: Exams 1, 2	
			Sales Management.		· ·	
	1	1	Assessment location:		and 3. Direct Measure	
			Exams 1, 2 and 3. Direct		Assessment: Required exams in	
			Measure Assessment:		class. Follow-up assessment	
			Required exams in class.		(impact data)	
			Gather baseline data			
Communication	Select the appropriate means			Data Collection: Measure:	Reflection on the Use of	Data Collection: Measure:
	for effectively			Exams 1, 2, 3 in MAR4412	Findings: Implement actions for	Exams 1, 2, 3 in MAR4412
	presenting/selling ideas.			Professional Selling	improvement	Professional Selling
				MEthods and MAR 4403		MEthods and MAR 4403
				Sales Management.		Sales Management.
				Assessment location:		Assessment location:
				Exams 1, 2 and 3. Direct		Exams 1, 2 and 3. Direct
				Measure Assessment:		Measure Assessment:
				Required exams in class.		Required exams in class.
				Gather baseline data		Follow-up assessment
				Guther buseline dutu		(impact data)
			- 0			
Integrity/Values	Recognize the importance of	Data Collection: Measure:	Reflection on the Use of			Data Collection: Measure:
	ethics and values in the sales	Exams 1, 2, 3 in MAR4412	Findings: Implement			Exams 1, 2, 3 in MAR4412
	management process.	Professional Selling	actions for improvement			Professional Selling
		MEthods and MAR 4403				MEthods and MAR 4403
		Sales Management.				Sales Management.
		Assessment location:				Assessment location:
		Exams 1, 2 and 3. Direct				Exams 1, 2 and 3. Direct
		Measure Assessment:				Measure Assessment:
		Required exams in class.				Required exams in class.
						Follow-up assessment
		Gather baseline data				i ollow-up assessifient
		1 .				(impact data)
Project Management	Discuss the process of sales	1 .	Data Collection: Moscure	Reflection on the Use of	Data Collection: Measure:	-
Project Management	Discuss the process of sales	1 .	Data Collection: Measure:	Reflection on the Use of	Data Collection: Measure:	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412	Findings: Implement actions	Exams 1, 2, 3 in MAR4412	-
Project Management	1	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling		Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management.	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management.	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location:	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management.	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management.	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location:	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct Measure	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct Measure Assessment: Required exams in	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct Measure Assessment:	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct Measure Assessment: Required exams in class. Follow-up assessment	-
Project Management	management and professional	1 .	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct Measure Assessment: Required exams in class.	Findings: Implement actions	Exams 1, 2, 3 in MAR4412 Professional Selling MEthods and MAR 4403 Sales Management. Assessment location: Exams 1, 2 and 3. Direct Measure Assessment: Required exams in class. Follow-up assessment	-