

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