

Date: August 2024

Program Name: Digital Marketing Certificate

CIP Code: NA

Department: Commerce

		Year 1	Year 2	Year 3	Year 4	Year 5
Domain	Program-Level Student Learning Outcome (From ALC or ALP)	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
Content	Understand relevant concepts related to digital marketing and social media as part of a marketing strategy	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	Review SLO, Revise if needed	
Communication	Implement strategic plans involving social media and present them in written and verbal form		Data Collection: Follow up assessment	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Critical Thinking	Demonstrate skill in the development and assessment of a social media marketing plan	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	Review SLO, Revise if needed	
Integrity / Values	Implement strategic plans involving social media and present them in written and verbal form		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	Review SLO, Revise if needed

Assessment Activity (Examples)

- Gather baseline data
- (Revise rubric; gather data)
- Implement actions for improvement
- Follow-up assessment (impact data)

Revised August 2022

****Be sure to update the years in C3, D3, E3, F3, G3**

Methods of Assessment

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|-------------------------|---------------------------|----------------------------------|
| Direct Measures: | Indirect Measures: | External Direct Measures: |
| Exam questions | Focus group | Supervisor/Employer feedback |
| Student paper (rubric) | Exit interview | External Professional Exam |
| Presentation (rubric) | Alumni survey | |