



**Cycle: 2018-21**

**CERTIFICATE IN APPLIED SCIENCE WITH A MAJOR IN RETAIL MERCHANDISING**

**Program Mission Statement:**

This certificate program is designed to prepare students for job opportunities in retail and wholesale organizations. Specifically: advertising, publicity, sales, and marketing management.

**Division:** Technical and General

**AVP:** Dan Averette

**Department Chair:** Pete Gioldasis

**Director:** Pete Gioldasis

**SACSCOC Standard:** 8.2A

**Accrediting Agency:**  Yes  No

**Name:** N/A

**Certification Exam(s):**  Yes  No

**Agency Name:** N/A

**Credential:** N/A

Program Student Learning Outcome	Monitoring Year
1. At the completion of the Marketing degree program, students will be able to analyze and prepare techniques and procedures for marketing of products and services.	2018-2019
2. At the completion of the Marketing degree program, students will be able to develop a promotional campaign using traditional advertising tools, as well as social media.	2019-2020
3. At the completion of the Marketing degree program, students will be able to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles.	2020-2021

## STUDENT LEARNING OUTCOMES FOR CAS.MKTR– 2018-2019

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to analyze and prepare techniques and procedures for marketing of products and services.	MKT 101 - Marketing	Comprehensive Marketing Paper- Demonstrating procedures for marketing of products and services.	70% of the students will make 70% or higher on a comprehensive Marketing Paper demonstrating procedures for marketing of products and services.	Fall 2018	100% of the students (19 out of 19) achieved 70% or higher on the Comprehensive Marketing Paper.  The lowest score for this artifact was 70% and the highest was 100%. The cohort average for this event was 87%.	The expected level of learning was met.  Plan for continuous improvement:  Have students turn in their paper topic early.  Submit an outline of their papers.  Turn in their work by an early due date to receive feedback.

## STUDENT LEARNING OUTCOMES FOR CAS.MKTR– 2019-2020

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to develop a promotional campaign using traditional advertising tools, as well as social media.	MKT 240 - Advertising	Campaign/Project-demonstrating a promotional campaign using traditional advertising tools, as well as social media.	71% of the students will achieve a grade of 70% or on the Campaign/Project.	Spring 2020	91% of the students (21 out of 23) assessed achieved a grade of 70% or higher on the Campaign/Project.  The lowest score for this artifact was 0% and the highest was 100%. The cohort average for this event was 88.5%	The expected level of learning was met.  Plan for continuous improvement:  Have students turn in their paper topic early.  Submit an outline of their papers.  Turn in their work by an early due date to receive feedback.

## STUDENT LEARNING OUTCOMES FOR CAS.MKTR– 2020-21

A. Program Student Learning Outcomes	B. What courses are PSLOs Assessed.	C. Methods for Outcomes Assessment	D. Expected Level of Program Performance	E. Data Collection	F. Results	G. Plan For Improvement
What should the graduates of your program be able to do?	Where do you see evidence that the student can do these things?	How does your program evaluate student/graduate skills/abilities?	What is the expected level of student performance <u>for the program</u> ?	When will you collect the data needed to evaluate the performance of the program?	What are the results of the evaluation? <b>NOTE: include student ratio with all results.</b>	How will you use this information to improve the program?
At the completion of the Marketing degree program, students will be able to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles.	ACC 111 - Accounting Concepts	Practice Set Test to demonstrate the ability to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles.	75% of the ACC 111 students during the fall semester will successfully complete the comprehensive Practice Set Test that demonstrates the ability to prepare financial statements and reports in accordance with Generally Accepted Accounting Principles with a 70% of higher.	Fall 2020	51.2% of students (25 out of 48) made 70% or more on the Practice Set Test.  The lowest score for this artifact was 0% and the highest was 100%. The cohort average for this event was 68%.	Plan for improvement: Spend extra time working on the project; stress the importance of completing the project, as well as checking and interpreting work; and create a sample review test that students can use as a study guide. Notes: Fall 2019-Spring 2021: The course had 72% of students make a 70 or higher on the Practice Set Test. Covid-19 may be a factor for Fall 2020.

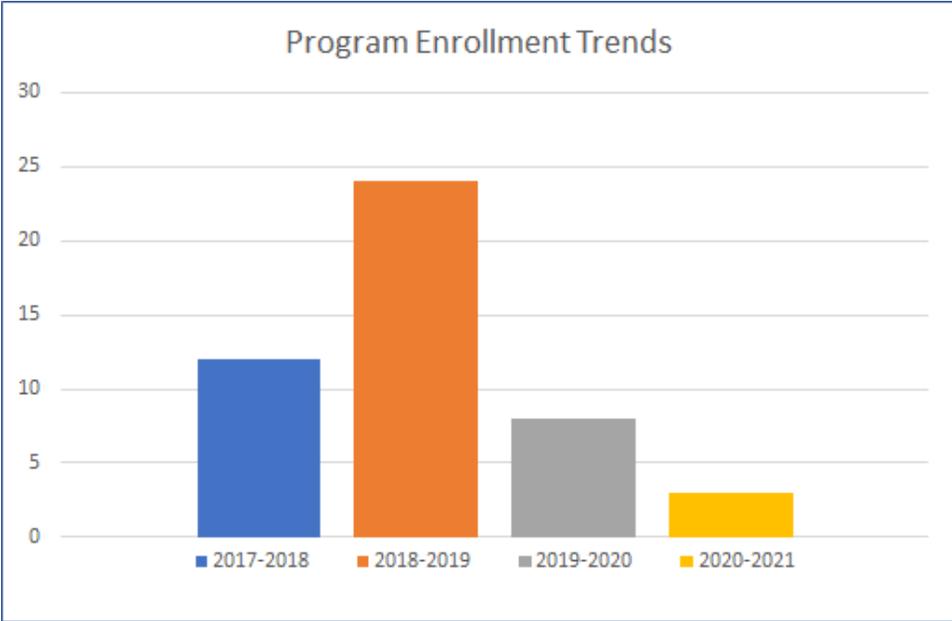
## **CONTINUOUS STUDENT IMPROVEMENT**

The Marketing PSLOs were not assessed on the last cycle (2015 -2018), because certificate programs were not monitored. Two of the three PSLOs met the threshold set by the College and we are excited to work hard during the 2021-2024 years in order to improve the same goals set up the department and the College. Only one of the PSLOs (PSLO 1) did not meet the set goal and that had a lot to do with the on-going pandemic and the adaption many students had to make do the virtual/online environment. We have learned a lot of new information and how to improve during these circumstances and we anticipate that the two already met goals will remain high in the new three years and the PSLO 1 that did not meet the goal this year will be successful next go around.

In order to improve the effectiveness of the teaching of the ACC 111, the instructor uses the homework assignments to identify students' weaknesses. By having a better understanding where students need help, the instructor has been more effective in preparing the students for their Practice Set. The Practice Set is a cumulative test for the course.

During these past three years, the department has made a few changes to streamline and enhanced this certificate for higher success rates. We have put in place semester layouts including a summer semester where classes are now offered when they are scheduled only. This certificate now can be completed in one academic year (3 semesters Fall, Spring and Summer) while in the past it was schedule for 2 years (Fall, Spring, Fall, Spring)

## PROGRAM VITAL STATISTICS

Indicator	Trend Analysis	Action Plans										
 <p style="text-align: center;"><b>Program Enrollment Trends</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Year</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>12</td> </tr> <tr> <td>2018-2019</td> <td>24</td> </tr> <tr> <td>2019-2020</td> <td>8</td> </tr> <tr> <td>2020-2021</td> <td>3</td> </tr> </tbody> </table>	Year	Enrollment	2017-2018	12	2018-2019	24	2019-2020	8	2020-2021	3	<p>Enrollment has been trending down across all colleges and degrees. In this case many students that receive this certificate do not claim it as their listed major is the Marketing Degree and not the Certificate.</p> <p>Instead of naming it Marketing Certificate, we named it Retail Merchandising Certificate.</p>	<p>As you will see in the below analysis, this certificate being a staggered to the Marketing Degree does not get claimed often as the students still receive it when they graduate.</p>
Year	Enrollment											
2017-2018	12											
2018-2019	24											
2019-2020	8											
2020-2021	3											

Indicator	Trend Analysis	Action Plans										
<p style="text-align: center;"><b>Fall to Spring Persistence</b></p> <table border="1"> <caption>Fall to Spring Persistence Data</caption> <thead> <tr> <th>Year</th> <th>Persistence Rate</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>100%</td> </tr> <tr> <td>2018-2019</td> <td>~68%</td> </tr> <tr> <td>2019-2020</td> <td>~75%</td> </tr> <tr> <td>2020-2021</td> <td>~75%</td> </tr> </tbody> </table>	Year	Persistence Rate	2017-2018	100%	2018-2019	~68%	2019-2020	~75%	2020-2021	~75%	<p>Our persistence rate from Fall to Spring has been consistent over 70% the last 4 years.</p>	<p>The department has introduced semester layouts starting 2021 Fall that was not the case before and that will help with persistence even more.</p>
Year	Persistence Rate											
2017-2018	100%											
2018-2019	~68%											
2019-2020	~75%											
2020-2021	~75%											

Indicator	Trend Analysis	Action Plans										
<div data-bbox="113 175 953 721" data-label="Figure"> <p>The bar chart displays graduation rates for four consecutive years. The y-axis represents the percentage of graduates, ranging from 0% to 100% in 10% increments. All four bars reach the 100% mark. The bars are colored blue (2017-2018), orange (2018-2019), grey (2019-2020), and yellow (2020-2021).</p> <table border="1"> <caption>Graduation Rates Data</caption> <thead> <tr> <th>Year</th> <th>Graduation Rate</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>100%</td> </tr> <tr> <td>2018-2019</td> <td>100%</td> </tr> <tr> <td>2019-2020</td> <td>100%</td> </tr> <tr> <td>2020-2021</td> <td>100%</td> </tr> </tbody> </table> </div>	Year	Graduation Rate	2017-2018	100%	2018-2019	100%	2019-2020	100%	2020-2021	100%	<p>Not many students enroll in this certificate. The students in our Marketing Degree can automatically earn this certificate and that is why the high percentage graduation rates.</p>	<p>Graduation rates are high since there are a few students who enroll in this certificate and all the Marketing Major degree students can earn the Retail Merchandising Certificate automatically.</p>
Year	Graduation Rate											
2017-2018	100%											
2018-2019	100%											
2019-2020	100%											
2020-2021	100%											

Indicator	Trend Analysis	Action Plans										
<div data-bbox="155 191 1121 781" data-label="Figure"> <p><b>Job Placement Rates</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Placement Rate</th> </tr> </thead> <tbody> <tr> <td>2017-2018</td> <td>100%</td> </tr> <tr> <td>2018-2019</td> <td>100%</td> </tr> <tr> <td>2019-2020</td> <td>100%</td> </tr> <tr> <td>2020-2021</td> <td>100%</td> </tr> </tbody> </table> </div>	Year	Placement Rate	2017-2018	100%	2018-2019	100%	2019-2020	100%	2020-2021	100%	<p>The job placement rates for the Retail Merchandizing Certificate are high due to the fact that our graduates are very marketable in our area.</p>	<p>The department will continue to be in communication with industry through Advisory and DACUM committees so we can keep providing graduates into the job market pipeline.</p>
Year	Placement Rate											
2017-2018	100%											
2018-2019	100%											
2019-2020	100%											
2020-2021	100%											

\*Values and formulas used to generate program vital statistics and charts provided by Gary Ancheta.