

University of Hawaii Maui College
Assessment of Program Student Learning Outcomes – ABIT MKT 400
Standard 1: Written Communication

	MKT 400								
1.1 Use writing to discover and articulate ideas	2								
1.2 Identify and analyze the audience and purpose for any intended communication	3								
1.3 Choose language, style and organization appropriate to particular purposes and audiences	3								
1.4 Gather information and document sources appropriately	2								
1.5 Express a main idea as a thesis, hypothesis, and other appropriate content	2								
1.6 Develop a main idea clearly and concisely with appropriate content	2								
1.7 Demonstrate mastery of the conventions of writing, including grammar, spelling, and mechanics	1								
1.8 Demonstrate proficiency in revision and editing	1								
1.9 Develop a personal voice in written communication	2								

Key:

- 2. *Major Emphasis:* The student is actively involved (uses, reinforces, applies, and evaluated) in the student learning outcomes. The learner outcome is the focus of the class.
- 2. *Moderate Emphasis:* The student uses, reinforces, applies and is evaluated by this learner outcome, but it is not the focus of the class
- 1. *Minor Emphasis:* The student is provided an opportunity to use, reinforce, and apply this learner outcome but does not get evaluated on this learner outcome
- 0. *No Emphasis:* The student does not address this learner outcome

**Assessment of Program Student Learning Outcomes- ABI
Standard 2: Quantitative Reasoning**

	MKT 400								
2.1 Apply numeric, graphic and symbolic skills and other forms of quantitative reasoning, accurately and appropriately	3								
2.2 Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate	2								
2.3 Communicate clearly and concisely the methods and results of quantitative problem solving	2								
2.4 Formulate and test hypotheses using numerical experimentation	2								
2.5 Define quantitative issues and problems, gather relevant information, analyze that information, and present results	2								
2.6 Assess the validity of statistical conclusions	2								

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**Assessment of Program Student Learning Outcomes - ABIT
Standard 3: Information Retrieval and Technology**

	MKT 400								
3.1 Use print and electronic information technology ethically and responsibly	3								
3.2 Demonstrate knowledge of basic vocabulary, concepts, and operations of information technology and retrieval	3								
3.3 Recognize, identify, and define an information need	3								
3.4 Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information	3								
3.5 Create, manage, organize, and communicate information through electronic media	3								
3.6 Recognize changing technologies and make informed choices about their appropriateness and use	3								

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Assessment of Program Student Learning Outcomes - ABIT
Standard 4: Oral Communication

	MKT 400								
4.1 Identify and analyze the audience and purpose of any intended communication.	3								
4.2 Gather, evaluate, select, and organize information for the communication.	3								
4.3 Use language, techniques, and strategies appropriate to the audience and occasion.	3								
4.4 Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion	2								
4.5 Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.	2								
4.6 Use competent oral expression to initiate and sustain discussion.	1								

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**Assessment of Program Student Learning Outcomes - ABIT
Standard 5: Critical Thinking**

	MKT 400								
5.1 Identify and state problems, issues, arguments, and questions contained in a body of information.	3								
5.2 Identify and analyze assumptions and underlying points of view relating to an issue or problem.	3								
5.3 Formulate research questions that require descriptive and explanatory analyses.	3								
5.4 Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis.	3								
5.5 Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues, values, and biases through the use of appropriate evidence.	3								
5.6 Apply problem-solving techniques and skills, including the rules of logic and logical sequence.	2								
5.7 Synthesize information from various sources, drawing appropriate conclusions	3								
5.8 Communicate clearly and concisely the methods and results of logical reasoning	2								
5.9 Reflect upon and evaluate their thought processes, value systems, and world views in comparison to those of others	3								

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