

UNIVERSITY OF ALASKA FAIRBANKS

Community and Technical College
Applied Business and Accounting

Student Learning Outcomes Assessment Plan

Digital Marketing & Design, Occupational Endorsement

Expanded Statement of Institutional Purpose	Intended Objectives / Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
UA MISSION STATEMENT: The University of Alaska inspires learning, and advances and disseminates knowledge through teaching, research, and public service, emphasizing the North and its diverse peoples. UAF MISSION STATEMENT: We enrich the lives of Alaskans and engage our communities, state, nation and world through our teaching, research and service work. CTC MISSION STATEMENT: UAF CTC mission is: "Alaska's quality choice for workforce development, academic preparation, lifelong learning and building community". APPLIED BUSINESS DEPARTMENT MISSION: Graduates of the program will have the foundation of modern business, management and accounting skills needed to successfully lead private, public and non-profit organizations through ever-changing social and economic conditions.	Students develop a basic understanding of the fundamental concepts of entrepreneurship, business planning, and functional activities of conceiving, opening, and managing a small business and then applying these to develop a viable business plan.	Knowledge / Competency Mastery: ABUS F199 Students learn foundational business concepts and apply their knowledge when analyzing and collaborating with a small business. Students use this knowledge and experience to build a business plan and take the process one step further by either implementing their plan or completing a practicum with a small business owner.	Instructors evaluate student understanding and viability of business planning procedure through rubrics and theoretical knowledge of concept. Evaluation occurs on a regular basis throughout each semester.

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PROGRAM GOAL STATEMENT: The program has been designed to enable students to transition seamlessly from the occupational endorsement to the certificate, and from the certificate to the A.A.S. degree.. Students can customize their education to successfully explore career options in entrepreneurship, accounting, and administration. Minors are available to bachelor's degree students. Classes are taught by full-time faculty, and numerous adjunct instructors from the local business community, bringing real-world business insight and experience to the classroom.	Students develop intellectual and practical skills across the curriculum, including inquiry and analysis, critical and creative thinking, problem solving, written and oral communication, information literacy, technological competence, and collaborative learning.	Knowledge / Competency Mastery: ABUS F154 ABUS F175 ABUS F263 ABUS F274 Students demonstrate proficiency across the curriculum through critical analysis of proffered information, well-reasoned solutions to problems or inferences drawn from evidence, effective written and oral communication, and satisfactory outcomes of group projects.	Instructors evaluate students based on their interaction during critical thinking discussions and writing or mathematical assignments and assessments assigned throughout the semester.
	Students design, implement, and assess marketing strategies and campaigns that effectively address contemporary market challenges, leveraging both traditional and digital marketing tools, while staying informed about and adapting to evolving marketing trends.	Knowledge / Competency Mastery: ABUS F260 ABUS F265 Students create a practical marketing plan and apply marketing strategies effectively while encompassing the capacity to think critically and strategically in a marketing context.	Instructors evaluate students' level of understanding of the concepts and strategies in marketing on a weekly basis. Instructors evaluate how well students integrate trends into their plans.