| **Global Learning Student Learning Outcome Addressed** | **Assessment Method** | Assessment Results |
| --- | --- | --- |
| **Global Awareness:** Students will be able to demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems. | Assessment Activity/Artifact:Multiple-choice questionsEvaluation Process:Number of correct questionsMinimum Criteria for Success:3 questions out of 4 questions correctSample:All students will be assessed | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to demonstrate an understanding of the interrelated macro environment components influencing a global company. |
| **Use of Results for Improving Student Learning** |
| *To be entered after each time course is taught* |

| **Global Learning Student Learning Outcome Addressed** | **Assessment Method** | Assessment Results |
| --- | --- | --- |
| **Global Perspective:** Students will be able to conduct a multi-perspective analysis of local, global, international, and intercultural problems. | Assessment Activity/Artifact:Multiple-choice questionsEvaluation Process:Number of correct questionsMinimum Criteria for Success:3 questions out of 4 questions correctSample:All students will be assessed | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to conduct a multi-perspective analysis of service marketing. |
| **Use of Results for Improving Student Learning** |
| *To be entered after each time course is taught* |

| **Global Learning Student Learning Outcome Addressed** | **Assessment Method** | Assessment Results |
| --- | --- | --- |
| **Global Engagement:** Students will be able to demonstrate willingness to engage in local, global, international, and intercultural problem solving. | Assessment Activity/Artifact: Individual reflection on cost/benefit analysisEvaluation Process:Self-reflection survey questionMinimum Criteria for Success:Scale of 3 or higher on the willingness to take action, scale of 1- 5Sample:All students will be assessed | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will understand local, global, international, and intercultural issues associated with internal marketing and demonstrate a willingness to address them by taking action within the context of their own lives. |
| **Use of Results for Improving Student Learning** |
| *To be entered after each time course is taught* |