| **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:Students will be provided with short cases to read, evaluate, and analyze. Students will be required to choose appropriate marketing-related plans of action based on the case information. Knowledge of the interrelatedness of local, international, and cultural issues will play a key role in making cogent recommendations.Evaluation Process:The rubric attached will be used.Minimum Criteria for Success:To be deemed a successful global learning course, 70% of students must score at least 70% on this overall global learning assessment.Sample:All students will be assessed.  | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to demonstrate knowledge of the interrelated effects of local marketing decisions on international issues and vice versa.  |
| **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:Students will be provided with short cases to read, evaluate, and analyze. Students will be required to choose appropriate marketing-related plans of action based on case information and from a variety of local, global, and cultural perspectives.Evaluation Process:The rubric attached will be used.Minimum Criteria for Success:To be deemed a successful global learning course, 70% of students must score at least 70% on this overall global learning assessment.Sample:All students will be assessed.  | *To be entered after each time course is taught*  |
| **Course Learning Outcome** |
| Students will be able to analyze marketing problems from local, international, and various cultural perspectives*.* |
| **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:Students will be provided with short cases to read, evaluate, and analyze. Students will be required to express their willingness to solve problems related to local, international, and intercultural entities.Evaluation Process:A peer evaluation will be conducted to determine the level of willingness to engage.Minimum Criteria for Success:To be deemed a successful global learning course, at least 70% of students must express a willingness to engage in solving the marketing-related problems for at least 70% of the global entities.Sample:All students will be assessed.  | *To be entered after each time course is taught*  |
| **Course Learning Outcome** |
| Students will demonstrate a willingness to engage in solving marketing-related problems that pertain to various local, international, and intercultural entities.  |
| **Use of Results for Improving Student Learning** |
| *To be entered after each time course is taught* |