| **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:1. Quiz2. Assignment One: Healthy Change – Living in 5 Part Harmony (See Appendix)3. My Healthy FIU Group Project (See Appendix)Evaluation Process:1. Percentage of questions correct2. Part 3, 4.d, f 3. Marketing Mix – 4; Minimum Criteria for Success:1. 80% of questions correct2. Fulfills requested items in checklist3. Fulfills requested questions in checklistSample: 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 personal lifestyle attitudes and beliefs that may impact buying decisions throughout the world. |
| **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:1. Quiz2. Assignment Three: What’s Your Health Culture and Healthy Change (See Appendix)3. My Healthy FIU Group Project (See Appendix)Evaluation Process:1. Percentage of questions correct2. Criteria 1 & 2 on both checklists3. Executive Summary & Marketing MixMinimum Criteria for Success:1. 80% of questions correct2. Fulfills criteria in checklists3. Fulfills requested questions in checklistSample: All students will be assessed. | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to analyze health and fitness marketing problems from various local, international, and 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:1. Quiz2. Assignment Two: AIDA Model (See Appendix)3. My Healthy FIU Group Project (See Appendix)4. Guest speakersEvaluation Process:1. Percentage of questions correct2. Criteria 1 & 2 on both checklists3. Marketing Mix, Your Journey, Healthy Change4. Critique and Insights on speakerMinimum Criteria for Success:1. 80% of questions correct2. Fulfills criteria in checklists3. Fulfills requested questions in checklist4. Connects topics with course reading and applies to local/cultural issueSample: All students will be assessed. | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to demonstrate a willingness to engage in solving health and fitness marketing-related issues related to various local, international, and intercultural entities. |
| **Use of Results for Improving Student Learning** |
| *To be entered after each time course is taught* |