| **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. Multiple-choice midterm exam  2. Final team-based project  Evaluation Process:  1. Measure number of students above an 80 on midterm exam  2. Rubric for measuring final project with a scale of 1-5  Minimum Criteria for Success:  1. 80% of students will score 80 points or above on midterm exam  2. 80% of students will score 3.5 or higher on rubric for team project  Sample: All students will be assessed. | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to:  1. Understand diversity of groups and the importance of cultural understanding in developing communications campaigns at the local, national, and global levels.  2. Identify multicultural, demographic, and economic differences among publics and in particular the U.S. Hispanic market. |
| **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. Multiple-choice midterm exam  2. Final team-based project  Evaluation Process:  1. Measure number of students above an 80 on midterm exam  2. Rubric for measuring final project with a scale of 1-5  Minimum Criteria for Success:  1. 80% of students will score 80 points or above on midterm exam  2. 80% of students will score 3.5 or higher on rubric for team project  Sample: All students will be assessed. | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to:  1. Understand the differences between Spanish and Hispanic/Latino marketing communications.  2. Understand and apply elements of an integrated marketing communications strategy, especially as it applies to the U.S. Hispanic or a specific Spanish market segment in relation to an international/global destination.  3. Conduct segmentation research and apply those findings to a Spanish or U.S. Hispanic promotional campaign. |
| **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. Multiple-choice midterm exam  2. Final team-based project  Evaluation Process:  1. Measure number of students above an 80 on midterm exam  2. Rubric for measuring final project with a scale of 1-5  Minimum Criteria for Success:  1. 80% of students will score 80 points or above on midterm exam  2. 80% of students will score 3.5 or higher on rubric for team project  Sample: All students will be assessed. | *To be entered after each time course is taught* |
| **Course Learning Outcome** |
| Students will be able to:  1. Think critically, creatively, and independently in order to determine the most effective strategic communications messaging for various multi-cultural and international products/services.  2. Present a final team project on an international strategic communication campaign that incorporates cultural attributes. |
| **Use of Results for Improving Student Learning** | | |
| *To be entered after each time course is taught* | | |