



Mendocino College

COURSE LEVEL STUDENT LEARNING OUTCOMES

Term Effective:	Fall	2008
	Semester	Year

Title:
(limit to 50 characters including spaces)

Course Number:

Initiator:

Date Submitted:

Units Min:

If this is a variable unit course, then the relationship between units and any difference in expected SLO's should be explained.

Units Max:

Lecture Hours:

Lab Hours:

Activity Hours:

Student Learning Outcomes: *(Enter the SLO's in an outline format. Use the Ctrl + Tab keys to indent for subtopics.)*

The student will learn:

1. How marketing influences business decisions;
2. To appreciate the role of marketing concepts;
3. A better understanding of marketing methods;
4. How marketing can affect company profitability and image.
5. Key terminology used in the marketing field
6. Understanding of the history of marketing practices

SIGNATURES / APPROVALS:

Instructor(s)

Signature

Date

Instructor(s)

Signature

Date