

10-104-3 Marketing

Technical Skills Attainment (TSA) Summative Assessment

Directions

This Marketing TSA scoring guide will be used to document your attainment of technical program outcomes for the Marketing Associate Degree. To meet the requirements on the scoring guide, you will be asked to draw upon the skills and concepts that have been developed throughout the program and are necessary for successful employment in your field. Results will be used to inspire continual improvement of teaching and learning in Wisconsin Technical College System Programs. In addition, this assessment will provide feedback to you about your performance.

This scoring guide will be used to evaluate your work by examining one or more artifacts (assignments) that document your achievement of each program outcome. Format, timing, and course will be designated by your local college. Your instructor will provide detailed instructions on the tool(s) used.

After your instructor completes this scoring guide, you will receive feedback on your performance including your areas of accomplishment and areas that need improvement.

Marketing TSA Program Outcomes

1. Develop strategies to anticipate and satisfy market needs
2. Promote products, services, images, and/or ideas to achieve a desired outcome
3. Evaluate information through the market research process to make business decisions
4. Prepare selling strategies

Scoring Standard

You will develop one or more artifacts (products) that document achievement of each outcome. You must achieve an overall average rating of PASS on all criteria for each program outcome to demonstrate competence (passing). A rating of FAIL on any criterion results in a FAIL score for that program outcome and for the TSA Assessment.

Rating Scale

- Pass Performs adequately; meets basic standards
- Fail Does not meet basic standards

Criteria	Ratings	
A. Develop strategies to anticipate and satisfy market needs	pass	fail
A.1 Conduct a situational analysis	pass	fail
A.2 Evaluate the product/service mix, distribution, and pricing strategies	pass	fail
A.3 Select target markets	pass	fail
A.4 Identify marketing objectives along with related financial requirements	pass	fail
A.5 Develop marketing strategies and tactics to meet established goals	pass	fail
A.6 Identify evaluation methods of marketing plan effectiveness	pass	fail
A.7 Present marketing plan	pass	fail
B. Promote products, services, images, and/or ideas to achieve a desired outcome	pass	fail
B.1 Establish promotional objectives	pass	fail

B.2 Determine target market for a promotional plan	pass	fail
B.3 Develop a positioning strategy	pass	fail
B.4 Determine promotional mix components to fulfill promotional objectives	pass	fail
B.5 Create the elements of a promotional mix	pass	fail
B.6 Measure the effectiveness of a promotional plan	pass	fail
C. Evaluate information through the market research process to make business decisions	pass	fail
C.1 Formulate the market research problem	pass	fail
C.2 Apply marketing research design methodology	pass	fail
C.3 Collect primary and/or secondary market data	pass	fail
C.4 Evaluate market research data	pass	fail
C.5 Present market research findings, conclusions, and recommendations	pass	fail
D. Prepare selling strategies	pass	fail
D.1 Analyze customer profiles to meet current and anticipated needs	pass	fail
D.2 Develop continuous improvement strategies to enhance customer relationships	pass	fail
D.3 Demonstrate sales techniques	pass	fail

Overall Score

TSA Assessment Score:		PASS	FAIL
Note: Each program outcome and the over-all requirements must earn a rating of "Pass" to achieve an over-all score of "Pass" on the assessment.			
Student Name:		ID #:	
Evaluator Signature:		Date:	