

		SY 22-23 Assessment Summary for Marketing Secondary Program														
	Program SLO#2: Integrate the latest technology effectively in business and marketing communications.															
	Method/Tool: Students will create an electronic presentation on a marketing strategy for a given product. (Marketing Mix: 4P's, Target Market)															
		ALL SCHOOLS		GWHS		JFK		OHS		SSHS		SHS		THS		
	Criteria	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
	Identified the target market															
	1 Demographics	69	1	6		12		22		11		5		13	1	
	2 Geographic	63	7	6		12		20	2	9	2	3	2	13	1	
	3 Psychographic	61	9	6		11	1	21	1	9	2	4	1	10	4	
	4 Behavioral	59	11	6		11	1	17	5	9	2	5		11	3	
	Demonstrated the product/service utilizing the 4 P's of the marketing mix															
	5 Product	69	1	6		12		22		11		5		13	1	
	6 Price	67	3	5	1	12		22		11		5		12	2	
	7 Place	69	1	6		12		22		11		5		13	1	
	8 Promotion	65	5	5	1	12		21	1	11		5		11	3	
	Presentation:															
	9 Used Technology tool (ex: google slides, etc..)	69	1	6		12		22		11		5		13	1	
	10 Creativity tools used (animation, graphics, slide transitions)	64	6	5	1	11	1	21	1	10	1	5		12	2	
	11 Information is organized with proper transitions	63	7	6		8	4	21	1	10	1	5		13	1	
	12 Presentation is visually appealing	63	7	6		10	2	21	1	10	1	5		11	3	
	13 Used proper spelling and grammar	63	7	6		10	2	20	2	10	1	5		12	2	
	14 Voice projection is audible.	66	4	6		9	3	22		11		5		13	1	
	15 Delivery is clear with confidence.	63	7	5	1	10	2	22		11		3	2	12	2	
	GRAND TOTAL STUDENTS	70		6		12		22	High 100%	11	High 100%	5		14	High: 100	
	GRADE OF 80% OR ABOVE	68		6		12		22	Low 80%	10	Low 55%	5		13	Low: 0	
	PERCENTAGE OF STUDENTS WHO SCORED 80% OR HIGHER	97%		100%		100%		100%		91%		100%		93%		

