

Construction Marketing Program Assessment Plan

Last Revised 5/11/2009

Catalog Description

This option is intended for individuals that desire a career in construction marketing. Course work will emphasize the importance of marketing to obtain construction projects and how a construction company can increase their visibility. Successful completion of this option will result in a Certificate of Achievement in Construction Marketing. The student may choose to continue and complete an Associate in Applied Science Degree in Construction Management or a Certificate in Concrete Construction Management

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Learning Outcome

The student will be able to identify business ethics and morality as they relate to the construction industry.

Benchmark	Assessment Method	Assessment Date
484.1A 75% of students completing CMN 2300 will be able to identify construction ethical issues and outcomes.	An exam created and administered by instructor.	6/1/2010