



Course Outcomes Form Northwest Indian College

Hand-outs are posted on the Assessment website

(<http://ww2.nwic.edu/faculty/assessment/assessment.htm>)

Before completing this form, please refer to the *Instructions for Completing the Course Outcomes Form*. Please submit this form electronically.

It is important to keep the following principles in mind when completing the forms:

- Regardless of the mode of learning (i.e., face-to-face, Independent learning, ITV, online, etc.) or the location of a course, only one course outcomes form should be completed for each course.
- Regardless of the mode of learning or the location of a course, the **NWIC outcomes** and the **Course outcomes** must be the same for a course.
- The **Instructional activities** and the **Assessment/evaluation strategies** may differ depending on the mode of learning. Please note **Instructional activities** and the **Assessment/evaluation strategies** that are different from the face-to-face class in each box (e.g., "IL: Essay").

Last date this form was updated or edited	10/20/12
Course Number (e.g., ENGL 101)	TGBM 350
Course Name (e.g., English Composition I)	Hospitality and Casino Marketing
List all instructor(s) who participated in creating and approved these course outcomes (please consult with at least one other person)	Laural Ballew, Steve Zawoysky and Frank Cornett
List the main textbooks, readings or other resources used in this course (including title, year and publisher)	<i>Hospitality Marketing Management** by Robert D. Reid & David C. Bojanic (2010) Wiley (John Wiley and Sons) ISBN: 978-0-470-08858-6</i>

A. NWIC outcomes: From the *List of NWIC Outcomes*, select the most important outcomes you assess in this course (at least one NWIC outcome must be chosen- **maximum of four**).

NWIC outcome # (e.g., “Written communication: 2a. Write Standard English”)	Instructional Activities: How will students master this outcome? (e.g., solving problems, group activity)	Assessment/Evaluation Strategies: How will you measure this outcome? (e.g., student presentations, essays)
Written Communication: Write standard English	Written class assignments and exams Written Final Project report	Written Class Assignment Rubric Final project Assignment Rubric
Oral Communication: Apply effective presentation skills	In class individual and group discussions Oral presentation of final project	Class assignment rubric Oral presentation rubric

B. Course outcomes: In order of priority, list the most important other learning outcomes for this course that you assess (a maximum of 10).

Other course outcomes: Complete the sentence – As a result of this course, students will be able to...	Instructional Activities: How will students master this outcome? (e.g., solving problems, group activity)	Assessment / Evaluation Strategies: How will you measure this outcome? (e.g., student presentations, essays)
Discriminate, construct and propose branded strategies that align with tribal long term strategic marketing goals and objectives.	Readings and discussion on marketing strategies with regard to goals and objectives.	Assignments, quizzes, and tests
Compare and contrast demographic trends to understand customer preferences and diversity.	Readings, discussions and assignments related to trends	Assignments, quizzes, and tests
Conduct research with industry-based vendors for collecting data to assess their enterprises position with competing properties in their region and market.	Readings, discussions and assignments regarding research	Assignments, quizzes, exam and final project
Explain methods for marketing and promoting tribal business enterprises to a multinational market.	Readings, discussions and assignments with regard to marketing methods	Assignments, quizzes, exam and final project

C. Please list the NWIC outcomes and course outcomes from above on your syllabus.

D. Please assess the NWIC outcomes and course outcomes, which are listed above, in your classes.