

**Hawaii Community College**  
**AAS Degree PLO Alignment to GELOs**  
 Marketing (9/20/17)

**General Education Learning Outcomes (GELOs)**


	Program Learning Outcomes (PLOs)	Comm.	Critical Reading	Critical Thinking	Information Competency	Technological Literacy	Quantitative Reasoning	Areas of Knowledge	Self and Community	Cultural Diversity	Ethics
1	Synthesize principles and concepts of marketing in developing a marketing plan.			X			X	X			
2	Devise marketing campaigns/presentations in diverse formats that are adaptable to different target markets and stakeholders.	X	X			X			X	X	
3	Use customer relationship management strategies within any business or retail organization.	X	X	X							
4	Use management and organizational behavior principles and skills for any marketing occupation.			X							
5	Develop the ability to think strategically as an individual and effective team member.	X		X						X	
6	Demonstrate work attitude and appearance consistent with professional practices.	X							X	X	X
7	Develop current technology skills and the ability to utilize those skills in real world situations.			X	X	X					
8	Develop an understanding of evolutionary globalization and the technological advancements associated with the dynamic business environment.							X	X		

**Comments:**

Communication, Quantitative Reasoning, Areas of Knowledge, and other GELOs are often covered by program support courses and not usually included in PLOs.

**Proposed by: (All program faculty)**

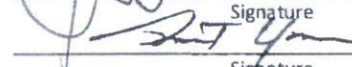
Donala Kawa'auhau (sabbatical)  
 Andrey Chen for Donala

  
 Signature

Date  
 10-20-17

**Approved by: (Program DC)**

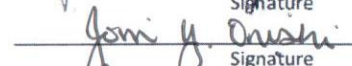
Robert Yamane

  
 Signature

Date  
 10/23/17

**Approved by: (CTE Dean)**

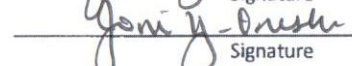
Joni Onishi

  
 Signature

Date  
 4/19/18

**Approved by: (VCAA)**

Reshela DuPuis

  
 Signature

Date  
 4/19/18

**Approved by (IAC)**

*Reshela DuPuis*