Northwestern Michigan College Digital Administration and Marketing Certificate

Map of Program Learning Outcomes for Required Courses

	PLO1	PLO2	PLO3	PLO4	GenEd Outcomes		
					Communication	Critical Thinking	Quantitative Reasoning
CIT 100	I,D	D	I	D	X	X	
CIT 180	I,D,M	D		D		X	
MKT 201		D	D	D	X	X	
MKT 208		D	D	D	X	X	

Program Learning Outcomes

1	The student will utilize industry standard processes, tools, and skills required for application development.
2	The student will communicate effectively.
3	The student will demonstrate knowledge of business operations, the business organization, and business procedures
4	The student will demonstrate professional and ethical characteristics

Key
I = Introduce
D = Develop

Northwestern Michigan College

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