

Learning Goals for Marketing Major

Students will have:

1. A command of skills necessary to identify and solve problems in primary marketing content areas, such as the marketing environment, segmentation, targeting and positioning, the marketing mix, conscious marketing, etc.
2. The ability to identify, collect, and analyze market and consumer data in the big data era; apply data-driven decisions to develop effective marketing strategies.
3. The ability to effectively utilize digital platforms and tools to assess and enhance marketing strategies in both online and offline marketing environments.
4. The ability to incorporate ethics and social responsibility to navigate the complexities of marketing problems in the dynamic marketing environments of both for-profit firms and social enterprises.

Alignment with Academic Learning Goals

Graduates will	1	2	3	4
Demonstrate an integrative knowledge of the human and natural worlds;				
Develop habits of critical analysis and aesthetic appreciation;	X	X		
Apply creative and innovative thinking;	X	X		
Communicate skillfully in multiple forms of expression;			X	
Act competently in a global and diverse world;			X	X
Understand and promote social justice;				X
Apply a framework for examining ethical dilemmas;				X
Employ leadership and collaborative skills;				
Understand the religious dimensions of human experience.				

Alignment with Assessment Measures

Measure	1	2	3	4
Capstone Project	Direct			Direct
Course-Based Assignments		Direct	Direct	