

Marketing BS/Minor*
2019-2020 Student Learning Outcomes

Outcome	Assessment Methods
1 <i>Students will develop an understanding of how to evaluate a firm's operative environment and how to sustain a competitive advantage through marketing activities.</i>	<i>Questions on exam</i> <i>Project evaluated with rubric</i>
2 <i>Students will develop an understanding of how to generate superior value for customers and other stakeholders by designing the optimum configuration of the marketing mix.</i>	<i>Project evaluated with rubric</i> <i>Case study evaluated with rubric</i>
3 <i>Students will demonstrate proficiency in the core business disciplines of accounting, marketing, management, economics and quantitative methods.</i>	<i>Questions on exam</i> <i>Simulation project</i>
4 <i>Students will demonstrate proficiency in both oral and written communication through the preparation and presentation of marketing projects.</i>	<i>International marketing plan and presentation evaluated with rubrics</i> <i>Report and presentation evaluated with rubric</i>
5 <i>Students will demonstrate competency in logical reasoning and data analysis skills.</i>	<i>Simulation project</i> <i>Assignments</i>

*Preliminary Outcomes