

## **COLLEGE OF BUSINESS**

### **STUDENT LEARNING OUTCOMES (Marketing)**

Upon completion of this program, graduates will be able to:

1. Demonstrate an understanding of the Basic concepts and applications of Marketing. (content)
2. Demonstrate an understanding of the management and policy aspects of Marketing. (content)
3. Identify and understand the various components of Marketing Strategy. (content)
4. Assess the external environmental impacts that technology, politics, economic conditions, competitive environment, and sociocultural changes may have on consumers and the ways in which Marketer's may adapt and change their Marketing Strategies correspondingly. (content)
5. Understand and apply various Marketing Segmentation Analyses. (application)
6. Demonstrate an understanding of the elements involved in developing a Marketing Plan. (application)
7. Understand and apply basic Marketing Research techniques as well as the appropriate quantitative and qualitative analyses procedures. (application)
8. Critically evaluate Business Plans and corresponding Marketing Plans. (content)
9. Demonstrate a thorough understanding of the basic needs of all consumers and the wants that Marketer's satisfy relative to those underlying needs. (application)