

**Marketing BS/Minor
2016-2017 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 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 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 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 Report and presentation evaluated with rubric</i>
5	<i>Students will demonstrate competency in logical reasoning and data analysis skills.</i>	<i>Simulation project Assignments</i>