

### Assurance of Learning Program Learning Objectives - MS Marketing

Learning Goals	Learning Objectives
Understand and master core concepts and methods in the marketing discipline and their application in business practice.	1.1 Students will apply core concepts and tools in the marketing discipline to develop integrated and innovative strategies for addressing current and emerging business problems and manage the implementation of the strategies.
	1.2 Students will integrate and apply key analytical methods to utilize data to solve current and emerging business problems and make marketing decisions in complex environments.
Function effectively in complex business organizations.	2.1 Students will critically assess marketing aspects of local and global business contexts and use this assessment as input to current and emerging business decisions.
Integrate ethics and human values in business activities	3.1 Students will develop and manage marketing programs with human values and ethics in mind.
Communicate effectively in business settings	4.1 Students will demonstrate the written communication skills essential in marketing-relevant settings.
	4.2 Students will demonstrate effective use of the presentation skills that are essential in business.