

Assurance of Learning Assessment Matrix - MS Marketing

Learning Goals	Learning Objectives	Assessment	Course ID	Course Title
1. 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.	Assignments, student presentation, final term project	BU.410.620	Marketing Management
		Assignment questions	BU.450.710	Marketing Strategy
		Final exam	BU.420.710	Consumer Behavior
		Exam questions	BU.410.601	Marketing Research
	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.	Assignment	BU.410.601	Marketing Research
		Quantitative exercises on data exploration, modelling, and interpretation; Final exam	BU.450.760	Customer Analytics
Quantitative assignments		BU.450.765	Social Media Analytics	
2. Manage marketing functions effectively in diverse business contexts	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.	Assignment questions	BU.450.710	Marketing Strategy
3. Anchor marketing activities in human values and ethics	3.1 Students will develop and manage marketing programs with human values and ethics in mind.	MM: Case analysis on marketing ethics/corporate social responsibility	BU.410.620	Marketing Management
		BLHV: final case brief	BU.131.601	Business Leadership and Human Values
4. Communicate effectively in marketing-relevant settings	4.1 Students will demonstrate the written communication skills essential in marketing-relevant settings.	White paper	BU.120.601	Business Communication
		Video-based exercise	BU.420.710	Consumer Behavior
	4.2 Students will demonstrate effective use of the presentation skills that are essential in business.	Individual presentation	BU.120.601	Business Communication