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