

## Assurance of Learning Assessment Matrix – MS Marketing

Learning Goals	Program Learning Objectives	Courses	Assessments
Apply core concepts and methods in the marketing discipline to solve business problems	1.1 Students will apply core marketing concepts and tools to develop integrated and innovative strategies for addressing business problems.	BU.410.620 Marketing Management	Individual Module Essays: Segmentation, Targeting and Positioning
	1.2 Students will apply key analytical methods to inform marketing decisions in complex environments.	BU.410.601 Marketing Research	Individual Assignment: Data Analysis
		BU.450.765 Social Media Analytics	Individual Assignment: Social Network Analysis
Function effectively in complex business organizations	2.1 Students will critically assess marketing aspects of local and global business contexts as input to current and emerging business decisions.	BU.410.620 Marketing Management	Individual Module Essays: “Pricing the EpiPen”
Integrate ethics and human values in business activities	3. Students will develop marketing programs with human values and ethics in mind.	BU.410.620 Marketing Management	Individual Module Essays: “Pricing the EpiPen”
Communicate business information effectively	4. Students will demonstrate the written communication skills essential in marketing-relevant settings.	BU.410.620 Marketing Management	Individual Module Essays: Consumer Reports