

Assurance of Learning Program Learning Objectives – MS Marketing

Learning Goals	Program Learning Objectives
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.
	1.2 Students will apply key analytical methods to inform 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 as input to current and emerging business decisions.
Integrate ethics and human values in business activities	3. Students will develop marketing programs with human values and ethics in mind.
Communicate business information effectively	4. Students will demonstrate the written communication skills essential in marketing-relevant settings.