

## **Marketing Department Learning Objectives**

***Adopted Spring 2014***

### **L.O. 1: Marketing and Its Role in Society**

Students will be able to define the concept of marketing and explain how marketing impacts, and is impacted by, individuals, organizations, and society over time.

### **L.O. 2: Markets**

Students will be able to explain the decision making process and factors that influence the decision making process across markets.

### **L.O. 3: Marketing Strategy**

Students will be able to apply marketing concepts, frameworks and analyses to create appropriate marketing strategies and assess the benefits and consequences associated with alternate strategies.

### **L.O. 4: The Marketing Mix**

Students will be able to explain and apply marketing principles and frameworks to make sound decisions related to the marketing mix.

### **L.O. 5: Marketing Research**

Students will understand the role market research plays in marketing strategy; explain the research process; identify appropriate methods for obtaining information; and identify and apply critical metrics that support managerial decision-making.