

Standing Requirements

Outcomes Library

Marketing Outcomes a/o Fall 2013

1.0 Marketing Research.

The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.

Outcome	Mapping
1.1 Marketing research concepts and analytical skills. Students are able to demonstrate a working knowledge of various concepts in marketing research and correct application of appropriate analytical skills.	No Mapping
1.2 Develop request for marketing research proposal. Students are able to identify business problems or opportunities to develop measureable research problems relevant to decision making in marketing.	No Mapping
1.3 Develop measurement tools to collect marketing data. Students are able to develop measurement tools to collect data related to marketing problems.	No Mapping
1.4 Analyze, interpret, and present research findings. Students are able to analyze, interpret, and present research findings.	Foundational Studies: 10. Express themselves effectively, professionally, and persuasively both orally and in writing., IIIa. Quantitative Literacy

2.0 Buyer Behavior.

Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.

Outcome	Mapping
2.1 External influences on buyer behavior. Students will demonstrate an understanding and proper application of common terminology and concepts related to external influences on buyer behavior.	No Mapping
2.2 Internal influences on buyer behavior Students will demonstrate an understanding and proper application of common terminology and concepts related to internal influences on buyer behavior.	No Mapping
2.3 Self-concept and lifestyle influences on buyer behavior. Students will demonstrate an understanding and proper application of common terminology and concepts related to self-concept and lifestyle influences on buyer behavior.	No Mapping

3.0 Strategic Marketing Management.

The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations

Outcome	Mapping
3.1 Current strategic marketing management concepts. Students will be able to demonstrate knowledge of current strategic marketing management concepts.	No Mapping
3.2 Applied marketing management problem solving.	Foundational Studies: 2. Critically evaluate the ideas of others.

Students will be able to solve marketing management problems by applying the appropriate decision-making processes, tools, and technology.

Previous Marketing Management Outcome Set

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