

LEARNING GOALS & OUTCOMES: MS in Marketing

Learning Goal	Learning Outcomes
Critical Thinking: Graduates will demonstrate an understanding of marketing strategies and problems	<ul style="list-style-type: none">• Graduates will be able to recognize, defines, and analyzes marketing issues• Graduates will be able to apply an approach and/or analysis tool(s) effectively for the situation.• Graduates will be able to reach a decision/conclusion that follows logically from the approach and/or analysis.
Communication: Graduates will be able to communicate effectively in a business context	<ul style="list-style-type: none">• Graduates will be able to write effectively and use appropriate tables, graphics, and other summarizing tools in written documents.• Graduates will be able to present effectively and use appropriate tables, graphics, and other summarizing tools in oral presentations.
Ethics: Graduates will be knowledgeable about ethical standards for professional conduct	<ul style="list-style-type: none">• Graduates will be able to understand ethical principles in the profession.• Graduates will be able to understand privacy issues.• Graduates will be able to recognize potential biases in marketing data analytics.
Business Knowledge and Technical Skills	<ul style="list-style-type: none">• Graduates will demonstrate an understanding of marketing principles and practices underlying a successful business enterprise.• Graduates will be able to apply analytical and visualization tools to enhance marketing decision-making.• Graduates will use and apply appropriate software in developing marketing solutions.