## LEARNING GOALS & OUTCOMES: MS in Marketing

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<th>Learning Goal</th>
<th>Learning Outcomes</th>
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| Critical Thinking: Graduates will demonstrate an understanding of marketing strategies and problems | • 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 | • 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 | • 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                                     | • 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. |