Major Goals and Learning Outcomes for the Marketing Major

I. Knowledge of global business practices and their impact on business and society

Student Learning Outcomes:
SLO #1.1: Describe the impact certain global business practices have on society in general

II. Business writing and oral communication skills

Student Learning Outcomes:
SLO #2.1: Written assignments that are coherent, organized, concise, grammatically correct and well presented
SLO #2.2: Oral presentations that are coherent, organized, concise, engaging and well presented

III. Leadership and Interpersonal Skills

Student Learning Outcomes:
SLO #3.1: Exhibit confidence in abilities
SLO #3.2: Balance interpersonal relations and tasks
SLO #3.3: Consider other people’s ideas or suggestions

IV. Skills needed to critically analyze information

Student Learning Outcomes:
SLO #4.1: Diagnose and categorize a problem
SLO #4.2: Gather and analyze relevant data needed to address the problem
SLO #4.3: Identify and evaluate competing solutions

V. Skills needed to utilize and leverage technology prevalent within the business community

Student Learning Outcomes
SLO #5.1: Use technology as a means of communication
SLO #5.2: Use various computer applications to analyze business problems

VI. Ethical attitudes and values

Student Learning Outcomes
SLO #6.1: Identify appropriate values in a given context
SLO #6.2: Identify ethical behavior in a given context
SLO #6.3: Distinguish ethical from unethical behavior