



Major - Marketing (MKTG)

Outcome Name	Outcome
Knowledge of marketing practices and their impact on global business and society	Students will be able to describe the impact marketing practices have on society in general.
Business writing and oral communications	Students will be able to a) write assignments that are coherent, organized, concise, grammatically correct and well presented; and b) present oral presentations that are coherent, organized, concise, engaged and well presented.
Leadership and Interpersonal Skills	Students will a) exhibit confidence in abilities; b) balance interpersonal relations and tasks; and c) consider other people's ideas or suggestions.
Skills needed to critically analyze information	Students will be able to a) diagnose and categorize a problem; b) gather and analyze relevant data needed to address the problem; and c) identify and evaluate competing solutions.
Skills need to utilize and leverage technology prevalent within the business community	Students will be able to a) use technology as a means of communication; and b) use various computer applications to analyze business problems.
Ethical attitudes and values	Students will be able to a) Identify appropriate values in a given context; b) identify ethical behavior in a given context; and c) distinguish ethical from unethical behavior.