

# Marketing

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Course Learning Outcomes are measurable statements that are used to identify the specific knowledge and skills that a student should have at the end of a course.

## MKTG 2225

- L1- Recognize the marketing concept as the foundation for marketing decision making.
- L2- Recognize market segmentation and selection of target markets as a major component of marketing strategy.
- L3- Recognize the marketing mix (the 4Ps) as a major component of marketing strategy, based on the results of #2.
- L4- Consider the ethical issues relevant to contemporary marketing, including social responsibility.
- L5- Recognize the necessity of a global perspective in marketing, as all business functions.

## MKTG 3310

- L1- Apply 12 basic rules of business etiquette as outlined in their text “The Exceptional Professional” (Students will learn the following skills - networking, proper use of phone, email, social media, meetings, table manners, alcohol, professional attire, oral and written communication, workspace culture, business travel and interviewing).
- L2- Apply key components of personal branding (Students will learn the following skills - creating the product, determining your worth, advertising your brand via resumes, interviewing, cover letters, public speaking, professional dress, personal selling, and a personal marketing campaign).
- L3- To learn how to organize and manage productive internship and job searches.
- L4- Develop a plan to get hired for internships and jobs they want. (Students will learn the following skills - planning the approach, understanding the hiring process and how to make contact, job application, job interview, closing the deal, giving value)

## MKTG 4410

- L1- Demonstrate knowledge of the field of entrepreneurship.

## MKTG 4427

- L1- Learn the key terms, concepts used to describe the field of buyer behavior (individual and organizational) and how to apply them in the development and implementation of marketing strategy.
- L2- Explore the diversity of consumers and their needs in the U.S., as well as globally.
- L3- Consider the ethical implications of marketing activities as they are directed at various consumer segments.
- L4- Engage in your own consumer behavior with an increased self-consciousness of the forces driving your purchases.

## MKTG 4480

- L1- Strong knowledge base regarding digital marketing, both theory and application.
- L2- Demonstrate familiarity with benefits and drawbacks of digital marketing as well as strategic and tactical considerations when conducting digital marketing efforts.