SLO 1: Comprehension of core marketing fundamentals
Students will exhibit comprehension of core marketing fundamentals as identified in the MKT 3501 learning objectives (see MKT 3501 syllabi). Students will demonstrate the ability to apply core marketing fundamentals as identified in the MKT 3501 learning objectives (see MKT 3501 syllabi).

Related Measures
M 1: AoL assessment
Performance on AoL assessment questions.
Source of Evidence: Academic direct measure of learning - other

SLO 2: Demonstration of professional communication skills
Undergraduate marketing majors will be able to successfully communicate marketing knowledge.

Related Measures
M 2: Marketing plan presentation and assignment
Assess marketing plan presentation in MKT 4580 Marketing strategy preparation assignment in MKT 4590
Source of Evidence: Presentation, either individual or group
Target: 90% of marketing seniors will achieve competency in style and content as judged by the marketing faculty

SLO 3: Performance of marketing planning activities at a professional level
Undergraduate marketing majors will synthesize information in the internal and external environment for marketing decision making. Undergraduate marketing majors will formulate a marketing plan that aligns forces in the external environment with the core competencies of the firm.

Related Measures
M 3: Marketing plan projects
Assess the core marketing skills within the context of MKT 4580 (Marketing Management) by scoring marketing plan projects and a random sample of short answer/ essay questions
Source of Evidence: Academic direct measure of learning - other
Target: Student teams will demonstrate at least 80% competency in 4 out of 5 marketing planning areas as judged by the marketing faculty

SLO 4: Implementation of marketing strategy in a competitive environment
Undergraduate marketing majors will demonstrate active management of a marketing strategy in a competitive environment.

Related Measures
M 4: Marketing strategy projects
Assess the core marketing skills within the context of MKT 4590 (Marketing Strategy) by scoring an internationally vetted marketing strategy simulation
Source of Evidence: Academic direct measure of learning - other
Target: Student teams will demonstrate success in competitive outcomes in 2 of the 3 areas as determined by the faculty member.