

2009 Learning Objectives by Course

Marketing Concepts

Demonstrate an understanding of the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to attract and retain customers. Include product, pricing, promotion, distribution, sales management strategies, market and business environment, and customer relationships and target markets.

325 Buyer Behavior
350 Principles of Selling
348 Integrated Marketing Communications
355 Direct Marketing
364 Product Planning and Management
370 Internet Marketing
425 Services Marketing
455 Database Marketing
470 Internet Marketing
495 Marketing Strategy

Problem Solving and Critical Thinking

Demonstrate marketing related problem solving skills using qualitative and/or quantitative tools. Be able to develop feasible solutions within a fluid and situation specific business environment. Specific skills to illustrate include analyzing critical factors leading to the identification of a problem/opportunity, conduct an appropriate analysis to generate information, use that information to develop suitable potential solutions based upon available resources and restrictions.

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350 Principles of Selling
364 Product Planning and Management
367 Principles of Global Marketing
370 Internet Marketing
450 Advanced Professional Selling
455 Database Marketing
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Written Communication

Demonstrate the ability to collect, organize, interpret, and coherently present information in written format. Use proper grammar and language for communicating in business memos, formal business letters, and business reports and proposals.

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367 Principles of Global Marketing
370 Internet Marketing
425 Services Marketing
443 Marketing Research
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455 Database Marketing
470 Internet Marketing
490 Sport Marketing & Event Sponsorship
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Oral Communication

Demonstrate the ability to collect, organize, interpret, and coherently present information in oral format. Use situation appropriate grammar, language, and professionalism to effectively convince and/or persuade an audience.

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Marketing Metrics

Team Effectiveness

Be able to work effectively with a group of other individuals to accomplish a mutual goal and produce high quality outcomes. Demonstrate goal commitment, mutual respect, effective communication, flexibility, and productivity. Be able to identify benefits and difficulties of working in teams.

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Global Business Knowledge

Demonstrate an understanding of the global forces that shape firms' domestic and global strategies. Be able to analyze global potential through country analysis, including the political, cultural, economic, legal environments, strategy development and country risk/return.

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Ethical Awareness

Demonstrate an awareness of and a personal philosophy towards ethical business practices.

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