

Marketing – IMC Specialization
Program Learning Goals & Degree Learning Outcomes

I. Understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline.

Degree Learning Outcomes:

DLO #1.1: Define and apply knowledge of the following key concepts such as the marketing concept, segmentation, targeting, positioning, branding, buyer behavior, global marketing applications, the role of the product/service planning, pricing, distribution, and IMC in the marketing process, and the importance of developing a market orientation in the organization to business situations.

DLO #1.2: Identify how marketing decisions are influenced by forces in the business environment as well as significant trends affecting marketing practices.

II. Demonstrate proficiency in marketing research skills.

Degree Learning Outcomes:

DLO #2.1: Explain how to design and execute marketing research studies using qualitative and quantitative approaches.

DLO #2.2: Evaluate marketing research studies.

DLO #2.3: Use industry-standard marketing research statistical software such as SPSS for data analysis and interpretation of marketing research results.

III. Understand how marketers can design and adapt their campaigns and strategies based on the psychology of their buyers and the processes these buyers employ to learn about, select, use, and dispose of products, so that marketers can create positive social and economic returns.

Degree Learning Outcomes:

DLO #3.1: Describe the psychology of how buyers learn, feel, reason, and make decisions that are influenced by their context and processing strategies.

DLO #3.2: Outline the processes that buyers employ to learn about, select, use, and dispose of products and describe the impact these processes have on the individual, firm, and environment.

DLO #3.3: Recommend ways in which marketers can adapt and improve their marketing campaigns and strategies to more effectively identify, reach, and communicate with their target markets.

IV. IMC - Understand how to develop, analyze, and evaluate strategic and tactical IMC plans and programs and to assess their performance.

Degree Learning Outcomes:

DLO #4.1: Explain the role of IMC in the overall marketing program.

DLO #4.2: Identify and define the components of an IMC plan.

DLO #4.3: Use effectiveness measures to evaluate IMC strategies and plans.