

DEGREE LEARNING OUTCOMES - IMC	How is it Measured?	When is Data Collection SCHEDULED to Occur?									
		S18	F18	S19	F19	S20	F20	S21	F21	S22	
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.	Senior Assessment Exam	x				x					x
1.2 Identify how marketing decisions are influenced by forces in the business environment as well as significant trends affecting marketing practices.	Senior Assessment Exam	x				x					x
2.1 Explain how to design and execute marketing research studies using qualitative and quantitative approaches.	Online Assessment Quiz	x				x					x
2.2 Evaluate marketing research studies.	Online Assessment Quiz	x				x					x
2.3 Use industry-standard marketing research statistical software such as SPSS for data analysis and interpretation of marketing research results.	Online Assessment Quiz	x				x					x
3.1 Describe the psychology of how buyers learn, feel, reason, and make decisions that are influenced by their context and processing strategies.	NEW (S'18) - Embedded Test Q Prototype	x				x					x
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.	NEW (S'18) - Embedded Test Q Prototype	x				x					x
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.	NEW (S'18) - Embedded Test Q Prototype	x				x					x
IMC 4.1 Explain the role of IMC in the overall marketing program.	Individual Assignment	x				x					x
IMC 4.2 Identify and define the components of an IMC plan.	Individual Assignment	x				x					x
IMC 4.3 Use effectiveness measures to evaluate IMC strategies and plans.	Individual Assignment	x				x					x