

MS in Marketing Assessment Matrix		Required Courses									
Learning Goal	Learning Objective	Assessed	Selection	GEB 5212	GEB 5215	QMB 5304	MAR 5806	MAR 6930 MAR 6861 MAR 6508	MAR 6157 MAR 6722 MAR 6833 MAR 6930	Capstone: MAR 6335 or MAR 6818	
Demonstrate competency in areas of marketing	Demonstrate significant knowledge and understanding of concepts, methods, and tools in marketing	Selection: Admitted students will have business majors or minors. CEM: Capstone course case analyses, simulations, problem-solving exercises	A				I / R	I / R	I / R	I / R	R & A
	Apply essential marketing principles to analyze and evaluate problems in marketing, and to construct and implement appropriate solutions.	CEM: Capstone course case analyses, simulations, problem-solving exercises					I / R	I / R	I / R	I / R	R & A
Apply appropriate problem solving, decision-making, critical thinking and analytical skills.	Apply critical reasoning & analytical processes to evaluate evidence and generate creative alternatives in the service of decision making.	CEM: Capstone course case analyses, simulations, problem-solving exercises					I / R	I / R	I / R	I / R	R & A
	Write business documents clearly, concisely, and analytically.	CEM: A writing assignment scored by the Communications team using a rubric.		I / R / A				R	R	R	R & A
Possess effective communication skills.	Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.	CEM: A final presentation scored by the Communications team using a rubric.			I / R / A						R & A

Courses