

MS in Marketing Timeline

GOALS & OBJECTIVES	F'20	Sp'21	Su'21	F'21	Sp'22	Su'22	F'22	Sp'23	Su'23	F'23	Sp'24	Su'24	F'24	Sp'25
Specialized Masters Committee review of Learning Goals & Objectives			X			X			X			X		
DATA COLLECTION	F'20	Sp'21	Su'21	F'21	Sp'22	Su'22	F'22	Sp'23	Su'23	F'23	Sp'24	Su'24	F'24	Sp'25
Director of Admissions collects admissions data -- each Fall / Spring?			X			X			X			X		
Capstone course (MAR 6818 or 6335) is offered in Spring and Fall								X			X			X
GEB5212 Writing / GEB 5215 Speaking assignment data is collected						X			X			X		
DATA ANALYSIS	F'20	Sp'21	Su'21	F'21	Sp'22	Su'22	F'22	Sp'23	Su'23	F'23	Sp'24	Su'24	F'24	Sp'25
MSMkt Committee analyzes data collected over the previous academic year			X			X			X			X		
CURRICULUM ADJUSTMENTS	F'20	Sp'21	Su'21	F'21	Sp'22	Su'22	F'22	Sp'23	Su'23	F'23	Sp'24	Su'24	F'24	Sp'25
Curriculum and/or course adjustments are implemented				X			X			X			X	

LAST UPDATED Aug 30 2020

Gray denotes accreditation visit.