MS in Marketing Assessment Matrix

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 appropriate problem solving, decision-making, critical thinking and analytical skills.	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**
Possess effective communication skills.	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**

*Required courses
Last updated August 30 2020