

Marketing and Analytics BS Student Learning Outcomes

Objective 1: Demonstrated knowledge of core marketing and analytics concepts, frameworks, and applications.

Outcome 1.1: Students will demonstrate knowledge of fundamental marketing principles, including segmentation, targeting, positioning, consumer behavior, branding, and campaign strategy.

Outcome 1.2: Students will explain and apply major marketing analytics concepts such as funnels, KPIs, attribution, and return on investment.

Objective 1.3: Students will demonstrate knowledge of integrated marketing channels (paid, owned, and earned media) and their strategic role in digital marketing.

Objective 2: Demonstrated ability to apply critical-thinking skills to analyze and solve marketing and business problems.

Outcome 2.1: Students will interpret consumer, market, and campaign data to diagnose marketing problems and opportunities.

Outcome 2.2: Students will evaluate strategic alternatives and defend evidence-based recommendations using analytical reasoning and return on investment considerations.

Objective 3: Demonstrated ability to effectively communicate, orally and in writing.

Outcome 3.1: Students will create persuasive, audience-focused marketing messages using principles of storytelling, branding, and value communication.

Outcome 3.2: Students will communicate marketing insights clearly and professionally in written, visual, and oral formats appropriate to target stakeholders.

Objective 4: Demonstrated knowledge, understanding, and appreciation of ethical standards and cultural considerations in a global marketing environment.

Outcome 4.1: Students will evaluate ethical dilemmas and recommend responsible courses of action related to data privacy, targeting, persuasion, and emerging technologies

Outcome 4.2: Students will assess how cultural and global differences influence consumer behavior and marketing strategy.

Objective 5: Demonstrated proficiency in the use of technology as it relates to digital marketing and analytics.

Outcome 5.1: Students will use digital marketing tools and platforms to plan, execute, and measure marketing activities.

Outcome 5.2: Students will apply channel-specific best practices to develop effective strategies for paid, owned, and earned media.

Objective 6: Demonstrated professionalism and effective collaboration in marketing environments.

Outcome 6.1: Students will demonstrate professionalism in conduct, deliverables, and stakeholder communication.

Outcome 6.2: Students will collaborate effectively in team environments to plan, execute, and evaluate marketing projects and campaigns.