

Curriculum Matrix for the Undergraduate Marketing Program

Name (please print): _____

Date: _____

Based on the current content of the courses you teach for this program, please indicate which learning goals you feel your courses cover and test in sufficient depth for assessment purposes. Acceptable measures, from an assessment standpoint, may include, but are not limited to: exam or quiz questions, research papers or projects, oral presentations, etc. As long as the assignment is completed individually, it may be used for assessment purposes. The use of group-based assignments may be considered on a case-by-case basis.

Learning Goals:	Required Courses		
	MKTG 351	MKTG 352	MKTG 465
Knowledge of consumer behavior	X		
Understanding of the internal and external factors that influence consumer choice	X		
Ability to conduct marketing research		X	
Ability to analyze and interpret marketing research results		X	
Ability to communicate market research results effectively		X	
Understanding of the strategic marketing management planning process			X