

NEUMANN UNIVERSITY

Marketing

Program Outcomes

In addition to meeting Business Division program outcomes, upon successful completion of this program, the graduate will earn a Bachelor of Science degree with a major in Marketing and will (be prepared to):

1. Understand the role of marketing within the overall economy and the importance of marketing to the success of both for-profit and nonprofit organizations.
2. Understand the steps of a marketing strategy, including the identification of target markets and the development of a marketing plan.
3. Understand the importance of the congruence of the marketing mix with an organization's mission and objectives.
4. Be prepared to embark on a marketing career in a variety of organizational settings

The summative table for the above outcomes and course mapping

Marketing Courses	Outcomes	Assessment Activity	Performance Target/Criteria	Assessment Frequency
Principles of Marketing MKT 200	1,2,3	Exams; Case; Marketing plan project	Exam scales; Case rubric; Marketing plan rubric	
Consumer Behavior MKT 301	2,3	Project	rubric	
Marketing Research MKT 310	2,	Project	rubric	
Promotion	2,3	Project	rubric	
Sales Forces Management	1,3	Exam; Project		
Retail Marketing	1,3	Exam		
International Marketing	1,2,3	Project	rubric	
Marketing Coop	4	Internship	Employer evaluations	