

Program Goals for Marketing Majors

Upon graduation, marketing majors from John Carroll University should have a strong academic foundation. The academic foundation should allow graduating marketing majors to:

1. enter a career in marketing, or managerial area requiring functional skills in marketing, in either a for-profit, non-profit, or entrepreneurial setting; or enter a quality graduate program in a variety of interdisciplinary fields
2. augment their marketing foundation with career choices that enable the student to design and innovate sustainable marketing solutions in complex marketplaces,
3. able to ethically address complex marketing issues

Learning Objectives for Marketing Majors

Students will have

1. A command of the primary marketing content areas including the marketing environment, segmentation, targeting, positioning, the marketing mix and socially responsible marketing;
2. The skills necessary to identify and solve problems in marketing;
3. The ability to navigate the complexities of marketing problems in the dynamic market environments of for-profit and non-profit organizations;
4. The ability to apply data-driven decisions to address marketing problems and develop effective marketing strategies to sustain the success of an organization. This includes the following:
 - a. The ability to identify and analyze marketplace needs
 - b. The ability to recognize organizational resources that can fulfill marketplace needs
 - c. The ability to develop marketing strategy to effectively connect organizational resources to marketplace needs

Alignment with Academic Learning Goals

Graduates will	1	2	3	4	4a	4b	4c
Demonstrate an integrative knowledge of the human and natural worlds;	X						X
Develop habits of critical analysis and aesthetic appreciation;		X		X	X	X	
Apply creative and innovative thinking;	X	X					X
Communicate skillfully in multiple forms of expression;	X						X
Act competently in a global and diverse world;			X				X
Understand and promote social justice;			X				X
Apply a framework for examining ethical dilemmas;			X				X
Employ leadership and collaborative skills;			X				X
Understand the religious dimensions of human experience.			X		X		X

Alignment with Assessment Measures

Measure	1	2	3	4	4a	4b	4c
Capstone Project (MK 495)	Direct	Direct	Direct	Direct	Direct	Direct	Direct