

## Learning Objective Alignment Worksheet

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Program: Marketing                      Program Coordinator: Jane Bell  
Associated Faculty (indicate Full Time or Adjunct)

### *Marketing core:*

Deloy Cole, FT  
Jake Amundson, FT  
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### *Business core:*

Danara Moore, FT  
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### **Briner Schoole of Business mission statement:**

The Briner School of Business educates and empowers students to effectively impact the world by confidently carrying their faith and knowledge into the marketplace so culture experiences the difference.

### **Marketing Mission Statement:**

The mission of a BS degree in Marketing is to prepare undergraduate students to be able to continue their education at the Master's level or enter the field of marketing in an entry-level position. By providing students rigorous instruction, opportunities to apply knowledge in small segments, exposure to case studies, and opportunities to plan and create an entire marketing plan, graduates will be able to think critically, be flexible, exhibit grit and do all with joy. Built on a foundation of faith in Jesus Christ, students will also understand the meaning of being a "Roaring Lamb," as described by the Briner School of Business namesake, Bob Briner. This mission aligns with the college mission because marketing studies is a means of student transformation as they become character-filled, productive members of the business world and society at large.

### **Program/Major Objectives:** *Qualities and competencies expected in graduates from this program/major*

At the close of their degree students should be able to:

1. Understand and utilize key marketing terms and concepts.
2. Analyze components of marketing plans and evaluate various marketing actions to find the most effective based on quality research, customer needs and organization strategies.
3. Create a complete marketing plan in a team setting and communicate it through oral and written communication.
4. Analyze, compare and contrast how markets holding a Christian worldview approach and do marketing with unique perspectives, values and ethics.

Student Learning Outcomes	Program Objective Number	Course Number	Course Objective Number	Assignment in Course	Assessment Method	Level of Mastery
<b>1. Seek Truth Through Critical Inquiry and Research</b>						
1.1 Practice critical self-awareness	1	MRKT201	1	Short Answer Final	Numeric 70%	I
		MRKT335	1	Text Quiz Total	Numeric 70%	D
		MRKT 334	1	Exam Total	Numeric 70%	D
1.2 Understand our world and comprehend quantitative and conceptual relationships	2	MRKT334	2	History of Ad Outline	Numeric 70%	I
		MRKT 201	2	Retail S.Hunt	Numeric 70%	D
		MRKT335	2	Focus Group Paper	Numeric 70%	D
1.3 Think integratively to solve problems	2	MRKT201	2	Do-It-Myself MKT	Numeric 70%	I
		MRKT334	3	Focus Group Project	Numeric 70%	D
		MRKT335	5	Product Analysis Ppr	Numeric 70%	D
1.4 Apply skills and systematic reasoning	3	MRKT 332	3	Ad Project	Numeric 70%	I
		MRKT 201	5	Pillsbury Case Part 1	Numeric 70%	D
		MRKT 334	5	Analytics Simulation	Numeric 70%	D
<b>2. Collaborate and Communicate</b>						
2.1 Communicate and Cooperate	3	MRKT201	5	Event Mkt Plan Pres.	Numeric 70%	I
		MRKT335	4	22 Laws Speeches	Numeric 70%	D
		MRKT333	4	Pairs Sales Final	Numeric 70%	D
2.2 Value others						
<b>3. Engage Culture and Be Creative</b>						
3.1 Demonstrate cultural awareness						
3.2 Demonstrate creativity and appreciation for arts, beauty, and ideas	3	MRKT 201	5	Print Ad Analysis	Numeric 70%	I
		MRKT334	6	Campaign shark pitch	Numeric 70%	D
<b>4. Demonstrate Faith and Learning in Action</b>						
4.1 Recognize worldviews						
4.2 Apply Christian values	4	MRKT201	1	Guest speaker	Numeric 70%	I
		MRKT332	4	Philosophy of CB	Numeric 70%	D
		MRKT333	7	Perspectives in Sales	Numeric 70%	D
4.3 Respond to God						
4.4 Maintain healthy self-regard and a growth-focused lifestyle						