



NORTHERN ILLINOIS UNIVERSITY
College of Business

Major: Digital Marketing

Degree: M.S.

Date Revised: 2017-2018

Student Learning Outcomes and proposed Methods for collecting data (from assessment plan)

Student Learning Outcomes		Methods of Assessment
1	Appropriate Knowledge of the Impact of Digital Technologies on Marketing Strategies (Marketing Strategies): Demonstrates an understanding of the process of planning and executing digital marketing strategies. Has knowledge of how digital marketing processes are involved in marketing and customer relationship management. Understands the role of analytical and predictive tools available. Papers and other assignments relating digital marketing to product, pricing, promotion, distribution, sales management, market research, market/business environment, customer relationships/target markets, and other marketing variables should be included.	<ul style="list-style-type: none"> • Faculty Assessment (1-6) • Job Placement Information (1-6) • Alumni Survey (1-6) • MSDM Advisory Board Survey (1-6) • Student Certification Performance (1, 2, 4) • Exit Survey (1-6)
2	Problem Solving and Critical Thinking Skills (Use of Digital Marketing Tool Kit): Demonstrates marketing related problem solving skills using qualitative and/or quantitative tools. Is able to develop feasible solutions within a fluid and situation-specific business environment. Leverages analytic output to make impactful data-driven marketing decisions. Specific skills to illustrate include analyzing critical factors leading to the identification of a problem/opportunity, conducting an appropriate analysis to generate information, and/or using information to develop suitable potential solutions based upon available resources and restrictions.	
3	Communication and Presentation Skills: Demonstrates the ability to collect, organize, interpret, and coherently present information in an appropriate written, visual and/or oral format. Clearly communicates and presents complex analytics results to business clients, using practical and simple business terms that can be understood by general non-technical audiences.	
4	Marketing Metrics Skills: Demonstrates an understanding of key digital marketing metrics and the ability to effectively use them in analyzing and solving marketing problems. Applies metrics and analytical frameworks for creating and evaluating marketing strategies.	
5	Global Business Environment Knowledge: Demonstrates an understanding of the global forces that shape firms' domestic and global digital marketing strategies. Be able to examine differences and similarities in digital consumer and business behavior in different geographic markets.	
6	Ethical Business Practice Awareness: Demonstrate an awareness of and a personal philosophy toward ethical business practices. Recognize, analyze and apply an ethical understanding and perspective.	