



NORTHERN ILLINOIS UNIVERSITY
College of Business

Major: Marketing

Degree: B.S.

Date Revised: 2017-2018

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

Student Learning Outcomes	
1	Understanding of Marketing Concepts: Demonstrate an understanding of the process of planning and executing marketing strategies.
2	Problem Solving and Critical Thinking: Demonstrate marketing related problem solving skills using qualitative and/or quantitative tools.
3	Written Communication Skills: Demonstrate the ability to collect, organize, interpret, and coherently present information in written format.
4	Oral Communication Skills: Demonstrate the ability to collect, organize, interpret, and coherently present information in oral format.
5	Marketing Metrics: Demonstrate an understanding of key marketing metrics and the ability to effectively use them in analyzing and solving marketing problems.
6	Work Effectively in Teams: Be able to work effectively with a group of other individuals to accomplish a mutual goal and produce high quality outcomes.
7	Global Business Environment Knowledge: Demonstrate an understanding of the global forces that shape firms' domestic and global strategies.
8	Ethical Business Practice Awareness: Demonstrate an awareness of and a personal philosophy toward ethical business practices.

Methods of Assessment
<ul style="list-style-type: none">• Portfolio (1-8)• Capstone Course (1, 2, 3, 5, 8)• Internship Performance (1-8)• Senior Job Placement Survey (1-5)• Advisory Board (1-8)