

**MAJOR GOALS AND LEARNING OUTCOMES FOR THE SPECIALIZATION
IN INTEGRATED MARKETING COMMUNICATIONS (IMC) /MARKETING
MAJOR PROGRAM**

Goal 1: *Understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline.*

- 1.1 Define and apply knowledge of key concepts such as the marketing concept, segmentation, targeting, positioning, branding, buyer behavior in both consumer and industrial markets, global marketing applications, the role of the product/service planning, pricing, distribution, and IMC in the marketing process, and the importance of developing a market orientation in the organization to business situations.
- 1.2 Explain and demonstrate how marketing decisions are influenced by various forces in the external business environment as well as significant trends and developments affecting current and future marketing practices.

Goal 2: *Demonstrate proficiency in Marketing Research Skills.*

- 2.1 Design marketing research studies.
- 2.2 Implement market research studies.
- 2.3 Evaluate marketing research studies.
- 2.4 Use statistical software such as SPSS for data analysis and interpretation of marketing research results.

Goal 3: *Understand the role of and practice of IMC, integrated marketing communications, including theoretical and applied aspects.*

- 3.1 Explain how IMC decisions are influenced by internal and external environmental factors.
- 3.2 Illustrate the role of IMC in the overall marketing communications program.
- 3.3 Analyze IMC strategies and plans that include various promotional mix elements including: advertising, public relations, sales promotion, direct marketing, the Internet, and interactive methods.
- 3.4 Analyze an IMC plan.