

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 how to develop, analyze, and evaluate strategic and tactical marketing plans and programs and to assess marketing performance.*

- 3.1 Develop marketing strategies and plans that include various elements of the marketing mix.
- 3.2 Analyze marketing strategies and plans that include various elements of the marketing mix.
- 3.3 Evaluate and assess marketing strategies and plans that include various elements of the marketing mix.
- 3.4 Analyze markets and customers utilizing secondary sources of information.
- 3.5 Analyze markets and customers utilizing primary sources of information.
- 3.6 Analyze marketing problems and issues facing companies and organizations and develop solutions.

Goal 4 : *Understand the role of and practice of IMC, integrated marketing communications, including theoretical and applied aspects.*

- 4.1 Explain how IMC decisions are influenced by internal and external environmental factors.
- 4.2 Illustrate the role of an IMC in the overall marketing communications program.

Goal 5 : *Understand how to develop and evaluate strategic and tactical IMC plans and programs and assess communications effectiveness.*

5.1 Develop and analyze IMC strategies and plans that include various elements promotional mix elements including: advertising, public relations, sales promotion, direct marketing, the Internet, and interactive methods.

5.2 Develop an IMC plan.