



BAKER COLLEGE
STUDENT LEARNING OUTCOMES
BUS6600 The Marketing Environment
3 Semester Hours

Student Learning Outcomes

1. Assess the importance of the 4 P's of the marketing mix and how these elements are critical to the study and understanding of marketing.
 2. Interpret the meaning of ethical codes and principles of social responsibility and how these relate to the individual, organizations and society.
 3. Assess a marketing plan based on specified expectations.
 4. Describe how environmental factors affect marketing.
 5. Compare domestic and international marketing efforts by U.S. firms.
 6. Evaluate the role that marketing plays in a firm's strategic planning process and the firm's long-term success in the marketplace.
 7. Explain the interdependence of marketing with other major functional areas.
 8. Describe how marketing and the consumer decision process affect one another.
 9. Compare the different kinds of organizations (industrial, reseller, governmental) and their different approaches to marketing.
 10. Identify the five steps involved in segmenting and targeting markets.
 11. Evaluate marketing research data.
 12. Analyze corporate logistics processes and their relationship to marketing.
 13. Discuss the integration of the communication model and promotional marketing.
 14. Develop and evaluate a promotional program.
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These SLOs are not approved for experiential credit.

Effective: Summer 2018