Program Vocational Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. Contribute to the development of a marketing plan that will meet the needs or goals of a business or organization.
2. Contribute to the development of an integrated marketing communication plan of a product, concept, good, and/or service based on an identified market need or target.
3. Contribute to the development of new and/or modified marketing concepts, products, goods, and/or services that respond to market needs.
4. Contribute to the development of strategies for the efficient and effective placement/distribution of a product, good, and/or service to respond to an evolving market.
5. Contribute to the development of strategies related to pricing for a product, good and/or service.
6. Analyze the viability of a concept, product, good, and/or service in local, national or global markets.
7. Participate in conducting market research to provide information needed to make marketing decisions.
8. Communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats.
9. Plan, prepare and deliver a sales presentation or pitch to address the needs of the client.
10. Develop strategies with clients, customers, consumers, co-workers, supervisors, and others to maintain and grow working relationships.
11. Develop learning and development strategies to enhance professional growth in the field.
12. Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
13. Operate within a framework of organizational policies and practices, when conducting business of the organization.

Effective Fall 2019