

College of Business and Public Management
 MBAX Outcome Assessment
 BUS 665: Strategic Marketing Management

CRN: _____ Term: _____ Location: _____

Student(s): _____

Objective Measured: Deliver what the customer considers value profitably and ethically

Learning Outcomes	Excellent	Good	Satisfactory	Unsatisfactory
Identify the central strategic marketing issues and decisions needed to be made at the organizational, business unit, or product level				
Apply the historical and current theoretical frameworks of strategic marketing management				
Identify viable alternatives within the marketing decision process and their respective consequences				
Recommend a strategic marketing decision				
Identify for each marketing decision the desired outcomes and how they will be measured/evaluated/reconsidered at various stages of implementation				
Overall level of achievement on the objective				

Objective Measured: Demonstrate the use of effective business communication

Learning Outcomes	Excellent	Good	Satisfactory	Unsatisfactory
Express all ideas clearly and logically in formal written English				
Express all ideas clearly and logically in formal business presentations				
Overall level of achievement on the objective				