

**Idaho State University**  
**Marketing**  
**Course Learning Outcomes**

**MKTG 2225/MBA 6613, Introduction to Marketing**

1. Recognize the marketing concept as the foundation for marketing decision making,
2. Recognize market segmentation and selection of target markets as a major component of marketing strategy, and
3. Recognize the marketing mix (the 4Ps) as a major component of marketing strategy, based on the results of #2.
4. Consider the ethical issues relevant to contemporary marketing, including social responsibility.
5. Recognize the necessity of a global perspective in marketing, as all business functions.

**MKTG 4410/MGT 4410, Entrepreneurship Opportunity Feasibility and Planning**

- Demonstrate knowledge of the field of entrepreneurship

**MKTG 4426, Marketing Research**

- Identify the role and importance of marketing research to the marketing function and company.
- Recognize the important of ethics when conducting marketing research.
- Recognize and identify the differences between qualitative and quantitative marketing research.
- Identify and evaluate the various methods available to conduct quantitative research.
- Construct and execute a marketing research based primary research project.
- Prepare and analyze the data from a primary research project.
- Construct a professional report and presentation that effectively communicates the research results.

**MKTG 4427/5527, Consumer Behavior**

- Learn the key terms, concepts used to describe the field of buyer behavior (individual and organizational) and how to apply them in the development and implementation of marketing strategy.
- Explore the diversity of consumers and their needs in the U.S., as well as globally.
- Consider the ethical implications of marketing activities as they are directed at various consumer segments.
- Engage in your own consumer behavior with an increased self-consciousness of the forces driving your purchases.

**MKTG 4428/5528, Integrated Brand Promotions**

MKT 4428/5528 is intended to familiarize students with theory, knowledge, and application relevant to the coordination of marketing communications including advertising, personal selling, sales promotion, public relations, and publicity. The goal is to come out of this course with a strong knowledge base regarding marketing theories and an idea of how such theories may be applied.

**MKTG 4465, Globalized Markets**

- Learn the key terms and concepts of globalized markets.
- Explore the diversity of markets across the world.
- Be capable of tracing the history of globalization and offer informed predictions for the future of the capitalist world system.
- Engage in a thorough analysis of your own place in the capitalist world system.

**MKTG 4480/5580, Digital Marketing**

MKT 4480/5580 is intended to familiarize students with contemporary issues in digital marketing. The goal is to come out of this course with a strong knowledge base regarding digital marketing, both theory and application. Students will be able to demonstrate familiarity with benefits and drawbacks of digital marketing as well as strategic and tactical considerations when conducting digital marketing efforts.