

Sample SLOs for:

Marketing

Students will understand the “marketing concept.”

Students will understand the principles of segmentation, targeting, positioning, and differentiation as keys to marketing strategy.

Students will be able to apply the marketing concept to marketing strategy.

Students will be able to apply the principles of segmentation, targeting, positioning, and differentiation to marketing strategy.

Students will show excellent communication skills.

Students will understand the stakeholder concept and appreciate the firm’s obligation to consider effects beyond those on the bottom line.

In application, students will develop marketing strategy with a consideration for various stakeholders.

Source: <http://www2.seattleu.edu/assessment/Inner.aspx?id=26000>

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Note: These sample SLOs are provided as a model for the creation of SLOs for your own course or program. If you have questions, or would like assistance in writing SLOs, please contact Dr. Gary Williams, Instructional Assessment Specialist, at (909) 389-3567 or gwilliams@craftonhills.edu.