

## **EXHIBIT UNDERGRADUATE PROGRAM OUTCOMES**

The undergraduate marketing curriculum will prepare students to become marketing professionals by developing the knowledge and skill bases necessary for professional success. We believe that if our students know the facts, concepts and theories of marketing but do not embrace a set of broader characteristics, values, and abilities that they will not be successful in their careers. Consequently, we expect our graduates to embody the following characteristics, values, and abilities at the level needed to be successful in the early to mid stages of their career:

1. Appreciation for lifelong learning.
2. Appreciation for current events.
3. Business communication skills.
4. Creative thinking.
5. Critical thinking.
6. Ethical awareness and sensitivity.
7. Global/Cultural awareness.
8. Information literacy.
9. Integrative marketing thinking.
10. Math and quantitative literacy.

These learning outcomes are the product of the Marketing curriculum, Eller College curriculum, University curriculum and the extracurricular aspects of the higher education experience.