

Valdosta State University
Langdale College of Business - Marketing
General Education Outcomes - University

1. Students will demonstrate understanding of the society of the United States and its ideals.
2. Students will demonstrate cross-cultural perspectives and knowledge of other societies.
3. Students will use computer and information technology when appropriate.
4. Students will express themselves clearly, logically, and precisely in writing and in speaking, and they will demonstrate competence in reading and listening.
5. Students will demonstrate knowledge of scientific and mathematical principles and proficiency in laboratory practices.
6. Students will demonstrate knowledge of diverse cultural heritages in the arts, the humanities, and the social sciences.
7. Students will demonstrate the ability to analyze, to evaluate, and to make inferences from oral, written, and visual materials.
8. Students will demonstrate knowledge of principles of ethics and their employment in the analysis and resolution of moral problems.

Department & Major (Please list all courses. Insert rows as needed.)	GOALS (Check all that apply)								ASSESSMENT (Check all that apply)																
									Final examinations	Pre and post test scores	Oral Examinations	Nationally-normed tests	Regents' test	Quizzes	Research papers	Expository papers	Oral presentations	Portfolios	Other written assignments	Evaluation of projects	Student self assessment	Role play	Creative projects	Other	
	1	2	3	4	5	6	7	8																	
Core Courses																									
Lower Division Courses (1000-2000)*																									
Upper Division Courses (3000-4000)*																									
MKTG 3050			X	X				X	X	X	X			X		X		X	X	X					

MKTG 3060
MKTG 3070
MKTG 3100
MKTG 3620
MKTG 3650
MKTG 4000
MKTG 4020
MKTG 4060
MKTG 4070
MKTG 4670
MKTG 4680
MKTG 4740
MKTG 4750
MKTG 4760
MKTG 4770
MKTG 4800
MKTG 4810
MKTG 4900
MKTG 4980
MKTG 4990

			X				
		X					
		X	X			X	X
X	X	X	X			X	X
		X	X	X		X	X
X			X			X	
X			X			X	
			X				
			X				
X		X	X			X	

X		X			X			X		X	X				
		X						X		X	X			X	
X					X	X		X		X		X			
	X					X	X	X		X	X	X	X		
X					X	X		X		X		X			
	X					X		X			X				
X	X														
X		X						X		X	X				
		X						X		X	X				
X	X					X		X			X				

* other than core classes