LEARNING OUTCOMES

1. Design and manage marketing research studies to answer specific research questions. (Marketing Analytics & Insights Named Option)
2. Articulate a business problem and translate it into a set of marketing research questions. (Marketing Analytics & Insights Named Option)
3. Effectively communicate and defend business recommendations using consumer insights from the marketing analytics and insights they design and discover. (Marketing Analytics & Insights Named Option)
4. Demonstrate a knowledge of how to grow business profitably through marketing analytics and insights. (Marketing Analytics & Insights Named Option)
5. Understand and adopt suitable qualitative and quantitative methodologies for the studies they design. (Marketing Analytics & Insights Named Option)
6. Perform business analytics used to improve a brand’s business results. (Product Management Named Option)
7. Develop key elements of a brand’s business plan that drive growth. (Product Management Named Option)
8. Demonstrate professional protocols for succeeding in the corporate environment. (Product Management Named Option)
9. Effectively communicate in order to drive growth for their brand’s business. (Product Management Named Option)
10. Understand how to lead a cross-functional brand and product team to achieve a goal or an objective. (Product Management Named Option)