## BUSINESS: MARKETING, M.S.

### LEARNING OUTCOMES

1. Clearly articulate a business recommendation based on a discovered consumer insight. (A.C. Nielsen Specialization)
2. Demonstrate a knowledge of or ability to grow business profitably through marketing research efforts. (A.C. Nielsen Specialization)
3. Articulate a business problem and translate it into a marketing research question. (A.C. Nielsen Specialization)
4. Evaluate a business problem and apply an appropriate marketing research technique to address the problem. (A.C. Nielsen Specialization)
5. Develop key elements of a brand’s business plan that drive growth. (Brand Specialization)
6. Perform business analytics used to improve a brand’s business results. (Brand Specialization)
7. Articulate a plan for achieving their industry professional aspirations. (A.C. Nielsen Specialization)
8. Demonstrate professional protocols for succeeding in the corporate environment. (Brand Specialization)
9. Summarize current challenges faced by the marketing research industry and know potential solutions or how the industry is approaching the challenge. (A.C. Nielsen Specialization)
10. Effectively communicate in order to drive growth for their brand’s business. (Brand Specialization)
11. Understand how to lead a cross-functional brand and product team to achieve a goal or an objective. (Brand Specialization)