



Course Competency Report by Code

Code: C212

Marketing (C212)

Course of Study: C212 - Marketing
Course Level: Graduate
Course Division: First Year Master's
Discipline: Marketing
Course Type:
Department: Business

COMPETENCY #	COMPETENCY NAME	COMPETENCY TEXT
3013.1.1	Marketing Function	The graduate analyzes the global market to identify opportunities to gain competitive advantage through marketing activities.
3013.1.2	Customer Relationship Management	The graduate recommends customer relationship management practices for maximizing customer satisfaction and loyalty.
3013.1.3	Evaluating Feasibility and Profitability	The graduate evaluates the feasibility and profitability of new products and services within the organization.
3013.1.4	Marketing Strategy	The graduate designs a strategic marketing plan for a new product or service.
3013.1.5	Entrepreneurial Enterprise	The graduate identifies risks and opportunities for an entrepreneurial enterprise.