**Marketing Major: Technical Knowledge**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.33

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**Marketing Major: Oral and Written Communication**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.33

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**Marketing Major: Teamwork**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Senior Paper Team Skills Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 4.0

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**Marketing Major: Global Perspectives**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.4

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**Marketing Major: Professionalism**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.4

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**Marketing Major: Critical Thinking**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.4

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**Marketing Major: Problem Solving**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.35

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**Marketing Major: Information Literacy**

**Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

**Student Learning Outcome**: Mean of 3.3

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