

MSc in MARKETING

PROGRAM INTENDED LEARNING OUTCOMES (PILOs)

Upon the completion of the Program a student is able to:

A. KNOWLEDGE AND UNDERSTANDING

- A1** Use theoretical and conceptual knowledge to identify and analyse marketing related-problems.
- A2** Identify and implement evidence-based solutions to marketing related-problems.

B. INTELLECTUAL SKILLS

- B1** Gather, analyze, and evaluate business data and information and transform empirical data into specific marketing policies and strategies.
- B2** Interpret and analyze complex marketing issues from multiple perspectives and critically review academic literature and other relevant information sources.

C. PRACTICAL SKILLS

- C1** Demonstrate the ability to critically evaluate how subject-specific knowledge can be applied to real-world situations;
- C2** Demonstrate the application of subject skills to problems, cases, scenarios and simulations.

D. TRANSFERABLE SKILLS

- D1** Exercise initiative and take personal responsibility for one's own work; Demonstrate timeliness, professional behavior, ethical judgment, respect for diversity, intrinsic motivation and planning skills.
- D2.** Work collaboratively, exercise team leadership, demonstrate the ability to manage group conflict and produce team outcomes.