

MARKETING ASSISTANTS LEARNING OUTCOMES

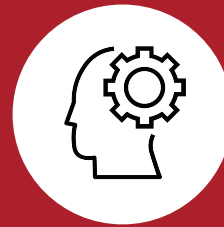
WHAT ARE UNION LEARNING OUTCOMES?

The Union is committed to enhancing student developments, learning, and overall success. Our primary goal is to facilitate the growth and development of each student throughout their time with us. Aligned with the Union mission, our goal is to cultivate an environment that serves students by providing social, cultural, leadership, and co-curricular opportunities. The Union strategically utilizes the CAS Learning and Development Outcomes framework to guide our practice. Through student employment, fellowship participation or involvement with the Union, we hope that students learn and develop across the six different domains found below and attain the learning outcomes.

LEARNING OUTCOMES



**KNOWLEDGE ACQUISITION,
INTEGRATION, APPLICATION**



**COGNITIVE
COMPLEXITY**



**INTRAPERSONAL
DEVELOPMENT**



**INTERPERSONAL
COMPETENCE**



**HUMANITARIANISM
& CIVIC ENGAGEMENT**



**PRACTICAL
COMPETENCE**



MARKETING LEARNING OUTCOMES

KNOWLEDGE ACQUISITION, INTEGRATION, APPLICATION

Construction Knowledge

Students will use foundational concepts to solve simple problems within their discipline.



Students will analyze and evaluate information from various sources to build more complex understandings.



Students will design and execute original research or projects, contributing to the expansion of knowledge within their field.

FOUNDATIONAL

INTERMEDIATE

ADVANCED

COGNITIVE COMPLEXITY



Creativity

Students will recognize the importance of creativity in personal and professional contexts and apply creativity to solving simple problems or challenges.



Students will demonstrate the ability to adapt to changing situations and generate creative solutions and will be capable of applying concepts from one field to solve problems in another.



Students will develop a capacity for identifying opportunities and creating innovative solutions and demonstrate the ability to learn and iterate from failures to improve creative outcomes.

FOUNDATIONAL

INTERMEDIATE

ADVANCED



MARKETING LEARNING OUTCOMES

COGNITIVE COMPLEXITY

Adaptability

Students will demonstrate a positive attitude towards new challenges and adjustments.



Students will demonstrate the ability to shift priorities and tasks based on changing circumstances, bounce back from setbacks with a proactive and solution-oriented mindset, and communicate clearly and openly about changes or challenges faced.



Students will propose innovative solutions to adapt processes or strategies for better outcomes and innovate by proposing and implementing change initiatives.

FOUNDATIONAL

INTERMEDIATE

ADVANCED



INTRAPERSONAL DEVELOPMENT

Identity Exploration and Development

Students will be able to identify and prioritize their core values, understanding how these values shape their decision-making and behaviors.



Students will actively apply their strengths to actions; integrating said strengths and values within work contexts and personal lives to enhance their respective lived experiences and communities alike.



Students will be able to lead with authenticity, effectively aligning their identity with strategies and styles while working with others.

FOUNDATIONAL

INTERMEDIATE

ADVANCED

MARKETING LEARNING OUTCOMES

INTERPERSONAL COMPETENCE



Collaboration

Students will demonstrate the ability to express ideas clearly and listen actively during team discussions.



Students will contribute meaningfully in group settings, staying on topic and offering constructive input.



Students will collaborate with teams from different departments or disciplines integrating a range of expertise.

FOUNDATIONAL

INTERMEDIATE

ADVANCED

Teamwork

Students will define key terms related to teamwork, such as collaboration, communication, and cooperation.



Students will use critical thinking skills to evaluate potential outcomes of different approaches.



Students will promote a learning environment that encourages knowledge sharing and growth.

FOUNDATIONAL

INTERMEDIATE

ADVANCED



MARKETING LEARNING OUTCOMES

HUMANITARIAN & CIVIC ENGAGEMENT

Understanding, Appreciating, and Embracing Intercultural & Human Differences

Students will engage in introspection to understand one's own cultural background, values, and perspectives, and how they influence interactions with others.



Students will develop a deeper understanding of cultural nuances, sensitivities, and potential challenges that may arise in intercultural interactions.



Students will pursue initiatives in both professional and personal spheres, taking proactive steps to create environments where all can thrive.

FOUNDATIONAL

INTERMEDIATE

ADVANCED

PRACTICAL COMPETENCE



Communicating Effectively

Students will be able to articulate their thoughts and ideas clearly and concisely to ensure their messages are easily understood by others.



Students will dive deeper into researching potential career options, industries, and job roles to make informed decisions about future career directions.



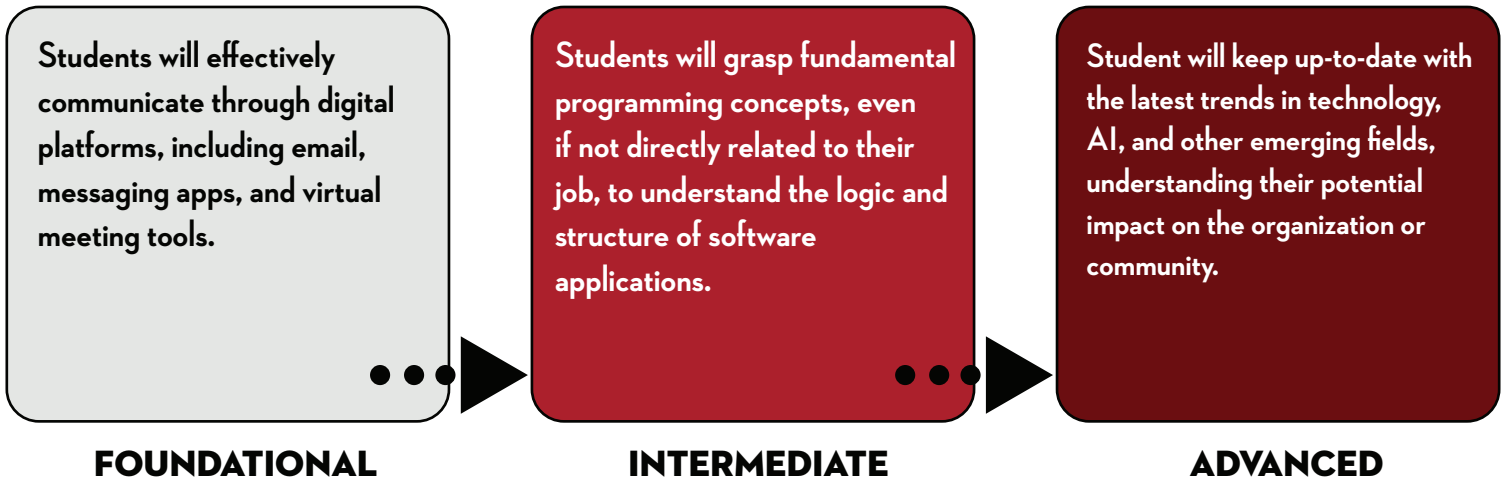
Students will develop a comprehensive career plan that aligns skills, experiences, and goals with long-term career aspirations, considering potential advancement opportunities and skills gaps.

FOUNDATIONAL

INTERMEDIATE

ADVANCED

Technological Competence



Demonstrating Professionalism

