

**FST Learning Outcomes - Fall 2019**  
**Concentration = Marketing (MKTG)**

Course(s)	Learning Outcome (LO)	LO Description
MKTG-3010	CORE.MKTG.LO1	Consumer Behavior
	CORE.MKTG.LO2	Segmentation, Targeting & Positioning
	CORE.MKTG.LO3	Development of Marketing Activities
	CORE.MKTG.LO4	Corporate Marketing Responsibilities (Ethics)
N/A	MAJOR.MKTG.LO1	No individual LOs included, all under same LO