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<th>SLO – MARKETING</th>
<th>COMPETENCIES</th>
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| **MKTG SLO #1 Problem solving & decision making**  
Students identify opportunities or problems in marketing and evaluate them through quantitative and qualitative methods for decision making. | o Students understand marketing concepts and their application in businesses at local and global environments.  
o Students apply quantitative and qualitative methods to solve marketing situations.  
o Students use the Internet to search for information.  
o Students use programs, such as Excel, Word, and PowerPoint, among others. |
| **MKTG SLO #2 Information and research skills.**  
Students apply the research process to identify opportunities or solve a problem in marketing. | o Students use the internet or other information sources to retrieve marketing information to identify changes that represent opportunities or problems for a business.  
o Students know and use the marketing research process.  
o Students create and use marketing research instruments. |
| **MKTG SLO #3 Effective communication**  
Students develop the capacity to effectively communicate marketing projects in Spanish and English as second language both orally and written. | o Students prepare in Spanish or English marketing plans, business plans or marketing research plans.  
 dönem Students make creative presentations of marketing plans, business plans, marketing research plans or sales orally.  
o Students use the programs of *Word, Excel*, and *Power Point*, among others to write and present different marketing documents and activities. |
| **MKTG SLO #4 Interpersonal relations**  
Students apply the concepts and skills of interpersonal relations and teamwork to develop marketing projects. | o Students apply different strategies to manage conflicts in their teamwork.  
o Students evaluate the work of the peers.  
o Students distribute the work equally.  
o Students know the importance of deadlines and meet them. |
| **MKTG SLO #5 Entrepreneurship**  
Students recognize the creation of new businesses as marketing opportunities. | o Students develop and implement a retail business plan in a creative way. |