1. Develop a comprehensive understanding of marketing theory and framework.

I’ve gained more knowledge about marketing theory and the framework, but feel there is a lot more to understand. I believe this will come through applying the methods in the field and exploring how organizations apply marketing in a feasible manner.

1. Be able to discuss marketing theory with employers and apply best practices in specific circumstances.

I’m much more comfortable discussing marketing. However, like previously stated, I think I’ll develop a stronger understand through practice. After this I’ll be able to apply best practice in specific circumstances.

1. Be able to directly apply new marketing knowledge to development in a practical and effective manner.

I’ve learned it’s best to hire a consultant in most circumstance. If you’re not doing it consistently, you shouldn’t do it at all.

1. Understand how to effectively market on a strict budget.

We discussed several cost effective approaches to market on a budget.

1. To utilized materials presented on the course website more often.

The content on the website was dense, but helpful when looking to gain more knowledge.