

# Marketing Standards Public Comments

## EXHIBIT #1

**Date Submitted: March 9, 2018**  
**(Jeff Frohwein, University of Sioux Falls)**

My experience with the marketing standards was on the development team. From my perspective, considering the wealth of experience the team members possessed, both academically and in industry, the marketing curriculum is excellent. It is comprehensive, reflects current industry practices and will provide any diligent student with an excellent foundation in marketing theory and practices. The courses developed will also accelerate a student's postsecondary studies.