Bloom’s Taxonomy

Use the verbs below to help you articulate learning objectives for your course.

**Lower-order skills**

- **Remember**
  - memorize
  - name
  - define
  - record
  - list
  - count
  - recall
  - cite
  - repeat

- **Understand**
  - relate
  - interpret
  - classify
  - summarize
  - discuss
  - describe
  - explain
  - conclude
  - compare
  - contrast

- **Apply**
  - employ
  - execute
  - implement
  - practice
  - calculate
  - show
  - demonstrate
  - translate
  - illustrate
  - model

- **Analyze**
  - distinguish
  - scrutinize
  - dissect
  - separate
  - analyze
  - examine
  - survey

- **Evaluate**
  - argue
  - decide
  - validate
  - appraise
  - judge
  - measure
  - rank
  - criticize
  - rate
  - select
  - consider

- **Create**
  - generate
  - plan
  - design
  - conceptualize
  - produce
  - develop
  - construct
  - organize
  - propose
  - invent
  - formulate

**Example**: Students will be able to **distinguish** the five central marketing theories utilized in the business field.
Example assignments for each skill level are listed below.

**Example:** Students will be able to **distinguish** the five central marketing theories utilized in the business field by **applying** them to **case studies** in small groups.