

Bachelor of Business Administration - Marketing Concentration

Program Learning Outcomes

	Demonstrate written and oral communication skills appropriate for business situations.	Apply critical thinking and problem solving skills to make sound decisions in the business environment.	Recognize the ethical and corporate social responsibilities of organizations	Operate effectively when in teams both as a leader and as a member.	Analyze and interpret data from primary and secondary sources of information to solve marketing problems.	Articulate the role of marketing in today's global society.	Develop marketing strategies that include various elements of the marketing mix.	Understand the impacts of current social issues, diversity, and globalization on marketing.	Synthesize information to create a marketing plan that aligns with the core competencies and key strategic initiatives of the organization.
Leadership & Team Development	I			I					
Communication	R, E			R, E					
Professional Business Writing	R, E			R, E					
Human Behavior in Organizations	R, E			R, E					
Managing Organizations	R, E	I	I	R, E					
Managerial Economics	R, E	E		R, E					
Statistical Decision Making	R, E	E		R, E					
Accounting for Managers	R, E	R, E	E	R, E					
Fundamentals of Marketing	R, E	E	R, E	R, E		I		I	
Consumer Behavior Analysis	R, E		R	R, E		R, E		R, E	
International Marketing	R, E	R, E	R, E	R, E		R, E	I	R, E	
Advertising & Promotion	R, E	E	E	R, E		E	R, E	R, E	
Research Methods in Marketing	R, E	E	E	R, E	I	E	E	E	
Marketing Strategy	R, E	R, E	R, E	R, E	R, E	R, E	R, E	R, E	
Corporate Strategy	R, E	R	R	R, E	R, E	E	E	E	
Multidisciplinary Project (Capstone)	R, E	R, E	R, E	R, E	R, E	R, E	R, E	R, E	

I = Introduced
R = Reinforced and opportunity to practice
E = Emphasize