

Marketing, BA/BS

BA/BA Marketing Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Analyze real world business situations by identifying relevant ethical issues, evaluating and synthesizing information, and formulating ethical courses of action.
5. Develop a marketing research study and prepare and present the findings.
6. Create a comprehensive integrated marketing plan for a new product introduction.
7. Complete at least one industry or academic certificate, internship, practicum, or independent research study that relates to the student's career path.