STUDENT LEARNING OUTCOMES FOR BSBA MARKETING

The student graduating with a BSBA degree in Marketing will achieve the following outcomes:

1. **Content Knowledge**: Development and understanding of marketing concepts in Consumer Behavior, Personal Selling, Marketing Research, Marketing Analysis, Strategy Development, and Global Decision making.

2. **Communication**: Ability and skill in both oral and written communication to effectively communicate in both individual and team situations.

3. **Interaction**: Ability to work with others in teams to analyze situations and solve marketing problems.

4. **Valuing**: Understanding the valuing process as it relates to making optimal decisions in the global business environment.

5. **Thinking**: Analysis and problem solving skills to utilize in assessing marketing situations and in developing strategies for implementation.