STUDENT LEARNING OUTCOMES
B.B.A. in Marketing

Upon completion of the B.B.A. degree in Marketing, students will:

- be able to demonstrate effective, compelling, and logical oral communication in business environments.
- be able to demonstrate effective, logical writing in business communications.
- be able to utilize quantitative, technology-supported approaches to analyze business issues.
- be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.
- be able to integrate the principles of ethics and social responsibility in business decision-making.
- be able to identify the complexity of business operations in a global environment.
- be able to prepare and present a technology-enhanced sales presentation by visually, verbally, and nonverbally communicating information utilizing best-practice sales techniques.
- be able to create a market research project with results that can be used to solve business problems.
- be able to use promotional theories, strategies and tools to create a promotional plan that integrates current technology-enabled advertising techniques.