

Bachelor of Business Administration, Marketing

Program Learning Outcomes

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (**Written Communication, Oral Communication**)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (**Technology**)
3. The student will exhibit an understanding of ethics and social responsibility. (**Ethics**)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (**Critical Thinking**)
5. The student will demonstrate multicultural and diversity understanding. (**Diversity**)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (**Teamwork**)
7. The student will effectively apply knowledge and skills in the functional areas of business. (**Business Knowledge**)
8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (**Marketing Core**)
9. The student will effectively apply knowledge and skills in the functional specialties of marketing (**Functional Knowledge**)

Refer to a particular course in the chart that follows to see how it supports the Program Learning Outcomes for your program of study.

Course	PLO 1.1 Written Communica- tion	PLO 1.2 Oral Communi- cation	PLO 2 Technology	PLO 3 Ethics	PLO 4 Critical Thinking	PLO 5 Diversity	PLO 6 Teamwork	PLO 7 Business Knowledge	PLO 8 Marketing Core	PLO 9 Functional Marketing Knowledge U
MGMT 2372			I, A					I		
ACCT 2301					E*			I		
ACCT 2302				I	E			E		
ECON 2301					E, A			I		
ECON 2302					E, A			I		
BUSI 2304	E, A*		E				I	I		
BUSI 3325		E*		E, A		E	E	E		
BLAW 3355				M	E			E		
ECON 3339					E			E		
FINC 3333				E	E			E		
MGMT 3370				E		M, A	E	I		
MGMT 3371					E			E		
MKTG 3351				E		E		I		
MGMT 4363	M	M, A	M		M		M, A	M, A		
MKTG Core: 15 hours:										
MKTG 3355	E	E					E		E, A	
MKTG 4325	E	E	E	E					E	
MKTG 4352	E	E		E	E	E			E, A	
MKTG 4355	E	E	E	E	E		E		E, A	
MKTG 4357	E	E		E	E		E	E	E, A	
Nine hours of advance d MKTG:										
MKTG 3352	E	E		E	E		E			E
MKTG 3353	E	E		E			E			E
MKTG 3354	E			E	E	E	E			E
MKTG 3357	E	E					E			E
MKTG 3358	E	E		E	E		E			E
MKTG 3360	E	E		E	E		E			E
MKTG 4354	E	E					E			E
MKTG 4356	E	E		E	E					E
MKTG 4170										E
MKTG 4175	E				E			E		E
MKTG 4186	E				E			E		E

I – Introduced

E – Emphasized

A-Assessed

M - Mastered