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BUSINESS ADMINISTRATION: MARKETING, BBA

LEARNING OUTCOMES

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- 1. Apply analytical rigor to marketing decisions.
- 2. Locate, evaluate, and leverage relevant sources to determine and support their marketing actions.
- 3. Demonstrate the ability to formulate and implement marketing strategies related to product, place/distribution, price, promotion.
- 4. Demonstrate the ability to evaluate and analyze appropriate market segments and generate effective marketing plans.\\n