

MARKETING, B.S.B.A.

Learning Outcomes

- Students will demonstrate knowledge of consumer behavior, and how marketers strive to use an understanding of consumer behavior to promote effective marketing through advertising, product design, or promotions.
- Students will develop an understanding of the internal and external factors that influence consumer choice.
- Students will be able to conduct marketing research, which will include the design and administration of questionnaires, an understanding of sampling techniques, and how to collect, clean, and code data.
- Students will develop the ability to analyze and interpret marketing research results.
- Students will be able to communicate market research results effectively.
- Students will develop an understanding of the strategic marketing management planning process.

Internationalization Requirement

The program also requires 9 hours of course work with international content that may be used to fulfill other degree requirements. Three hours must be taken from an approved list of courses offered by the Moore School of Business which contain international business or international economics content. The following course options can also be used to satisfy the 3 credit hours of this requirement: approved course work containing international business or international economics content, taken at a semester abroad program; an approved Maymester or summer overseas course containing international business or international economics content; an approved internship course in international business wherein a student would obtain discipline-related work experience in a foreign country; or an approved service-learning component. Students may choose from one of the following options to complete the remaining 6-hour requirement:

- **Language:** Two language courses at the 200 level or above
or
- **Electives:** Two approved courses with international content taken either inside or outside the Moore School of Business from a list available in the undergraduate office.