

MARKETING, B.S.B.A.

Learning Outcomes

1. 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.
2. Students will develop an understanding of the internal and external factors that influence consumer choice.
3. 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.
4. Students will develop the ability to analyze and interpret marketing research results.
5. Students will be able to communicate market research results effectively.
6. Students will develop an understanding of the strategic marketing management planning process.