Marketing BS/Minor-Student Learning Outcomes (SLOs)

01 Firm’s Operative Environment & Competitive Advantage
Students will develop an understanding of how to evaluate a firm’s operative environment and how to sustain a competitive advantage through marketing activities.

02 Generating Value with Optimal Marketing Mix
Students will develop an understanding of how to generate superior value for customers and other stakeholders by designing the optimum configuration of the marketing mix.

03 Core Business Disciplines
Students will demonstrate proficiency in the core business disciplines of accounting, marketing, management, economics and quantitative methods.

04 Oral and Written Communication Skills
Students will demonstrate proficiency in both oral and written communication through the preparation and presentation of marketing projects.

05 Quantitative Fluency
Students will demonstrate competency in logical reasoning and data analysis skills.