

# **BUSINESS ADMINISTRATION: MARKETING, BBA**

## **LEARNING OUTCOMES**

### **LEARNING OUTCOMES**

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.