

Marketing Program Outcomes

1. Apply basic math and computational skills to achieve accuracy in business calculations.
2. Demonstrate effective oral and written communication skills following common business practices.
3. Apply marketing concepts to real life activities, simulations, projects and case-studies.
4. Participate in the practice of ethical decision making and promotion of social justice.
5. Manage time and physical resources efficiently.
6. Develop the ability to think strategically as an individual and effective team member.
7. Demonstrate work attitude and appearance consistent with professional practices.
8. Describe how businesses and other organizations are adapting people, processes, and structures to a more global, technologically advanced business context.
9. Develop skills in the use of current technology and the capabilities that are needed to extend those skills over time.