BSB Marketing
Learning Outcomes

Core Outcomes:

Students will be able to:

- Use analytical and reflective skills in decision making.
- Communicate effectively both orally and in writing.
- Recognize legal and ethical issues confronting them.
- Contribute the performance of a group within a business setting.
- Acquire knowledge of the functional areas of business and the interrelationships among the functional areas within a business.

Concentration Specific Outcomes:

Students will be able to:

- Understand how marketing delivers value in consumer and business markets.
- Create and implement marketing strategies.