M.S. in Marketing Analysis

Learning Outcomes

Graduates will:

- Be able to use analytical and problem-solving skills in decision making.

- Be able to produce a coherent written statement and oral presentation of the analysis of a complex business issue.

- Be able to recognize and analyze ethical problems within applied business situations, choose a resolution, and justify that ethical choice.

- Be knowledgeable about the differences among global economies, institutions, and cultures and will understand the implications these have on global management.