

MARKETING, B.S. BUSINESS ADMINISTRATION

Program Learning Outcomes

Students who complete the program in Marketing will be able to:

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.
6. Exhibit an in-depth knowledge of marketing theory and concepts.
7. Evaluate a marketing strategy based on marketing knowledge and concepts.

Code	Title	Units
Lower-Division Requirements		
ACC 2001	Principles of Financial Accounting	4
ACC 2002	Principles of Managerial Accounting	3
BUS 1000	Introduction to Business and Systems	3
BUS 2001	Legal Environment of Business	3
ECO 1001	Principles of Macroeconomics (GE)	3
ECO 1002	Principles of Microeconomics (GE)	3
MGT 2012	Principles of Management	3
MKT 2032	Principles of Marketing	3
MTH 2003	Introduction to Statistics	3
Upper-Division Requirements		
BUS 3010	Data-Driven Decision Making	3
BUS 3013	Business Communications	3
BUS 4080	International Business	3
BUS 4089	Internship in Business (3 units required)	3
FIN 3035	Business Finance	3
MKT 3033	Consumer and Organizational Buying Behavior	3
MKT 3036	Integrated Marketing and Sales Communication	3
MKT 3050	Digital Marketing Essentials	3
MKT 4032	Marketing Research and Analytics	3
MKT 4050	Digital Marketing Content	3
MKT 4060	Marketing Strategy	3
MGT 4088 and MGT 4088L	Strategic Management and Strategic Management Lab	3
Total Units		64

Recommended:

Code	Title	Units
Cross-Cultural Experience		
PHL 2011	Ethics (GE)	3