

B.S. in Marketing Learning Goals

	BSMKT Degree Learning Goals
General Learning Goals	1. Our graduates have strong written and oral communication skills.
	2. Our graduates have strong problem solving skills.
	3. Our graduates have strong critical thinking skills.
	4. Our graduates have an understanding of ethics and social responsibility.
	5. Our graduates have strong information technology skills.
	6. Our graduates can work effectively in teams.
Marketing and Management Specific Learning Goals	1. Our graduates can apply information and research technology.
	2. Our graduates have long-run strategic planning and implementation skills.
	3. Our graduates have tactical marketing expertise.
	4. Our graduates understand the global context of business.
	5. Our graduates understand the cross-functional and interdisciplinary nature of business problems.
	6. Our graduates understand and can apply basic business concepts.