

## Marketing; Bachelor of Science in Business Administration Degree Program Outcomes

1. Generate, analyze and communicate marketing information for internal and external use.
2. Demonstrate analytical thinking skills through the interpretation of evidence and formulation of warranted conclusions.
3. Understand ethical dimensions of business through the ability to examine ethical issues and understand social forces shaping the environment of business.
4. Demonstrate interdisciplinary competence across accounting, economics, finance, management, and marketing.