

B.S. in Marketing

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Competent Business Knowledge: Demonstrate knowledge in multiple business disciplines, including management, finance, marketing, accounting and economics.
2. Critical Thinking: Identify and solve business problems using analytical and critical thinking skills.
3. Christian Business Ethics: Demonstrate the ability to evaluate business decisions based on a Christian perspective.
4. Written Communication: Convey ideas clearly through professional written communication.
5. Oral Communication: Express ideas effectively through professional oral presentations.
6. Collaborative Teamwork: Demonstrate the ability to function as an effective business team member.
7. Comprehensive Global Awareness: Identify cultural, economic and political aspects of business in a global environment.
8. Discipline Knowledge: Demonstrate knowledge of marketing concepts.
9. Discipline Problem Solving/Strategy: Solve core marketing problems, or analyze marketing situations and provide strategy for effectiveness.