

## Bachelor of Science - Marketing

Course	Course Title	MKTGB1	MKTGB2	MKTGB3	MKTGB4	MKTGB5	ILO1	ILO2	ILO3	ILO4	ILO5
MKTG 300	Marketing	X	X	X				X			X
MKTG 340	Digital Marketing	X	X	X	X			X			X
MKTG 320	Advertising & Promotion	X	X	X	X			X			X
MKTG 330	Marketing Behavior	X	X					X			X
MKTG 332	Marketing Research	X	X					X			X
MKTG 495	Integrated Marketing	X	X	X	X	X	X	X			X

## Institution Learning Outcomes

- ILO1 Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
- ILO2 Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems.
- ILO3 Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
- ILO4 Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
- ILO5 Disciplinary Expertise

## Program Learning Outcomes

- MKTGB1 Demonstrate knowledge of foundational terms, concepts, principles, and theories of the marketing profession.
- MKTGB2 Use consumer behavior constructs and marketing research methods to access information needs and to collect, analyze, and interpret data.
- MKTGB3 Apply promotional tactics to shape product image and the purchase decision.
- MKTGB4 Analyze and evaluate the design, development, implementation of digital marketing initiatives.
- MKTGB5 Create and present a strategic marketing plan.