

Marketing, M.B.A.

Student Learning Outcomes

Upon completion of the Master of Business Administration with a specialization in Marketing program, students will be able to:

1. Demonstrate a comprehensive knowledge of and expertise in all marketing fundamentals.
2. Understand how to develop, analyze, and evaluate strategic and tactical marketing plans and programs and assess marketing performance.
3. Demonstrate a level of oral and written communication proficiency that is expected of 21st century market professionals.