



**Business Administration Major  
Marketing Concentration  
Intended Student Learning Outcomes**

*Students will:*

1. analyze a real-world scenario to identify key issues and recommend action.
2. apply quantitative skills to solve business problems.
3. apply values and ethics to organizational problems.
4. formulate and communicate, using appropriate technology, a well-organized argument supported by evidence.
5. complete a business related task/project while participating in a team based environment.
6. explain and apply a consumer-centered approach to a marketing scenario.

*Fall 2016*