

MARKETING, B.S. (CAPITAL)

Begin Campus: Any Penn State Campus

End Campus: Harrisburg, World Campus

Learning Outcomes

Student graduates of our baccalaureate degree programs should be:

1. Effective communicators.
 - a. Present verbally, thoughts and ideas in a way that can be clearly understood by a target audience.
 - b. Convey ideas in a clear, coherent manner in written communication.
2. Ethical and socially responsible
 - a. Be competent in analyzing social and ethical decision making issues in organizations.
3. Critical thinkers.
 - a. Be able to think and identify multiple dimensions of company issues and performances and make an assessment of company performances in achieving financial and strategic objectives, tracking their achievements, and giving management of companies a more complete and balanced view of how the organization is performing.
4. Competent in the Marketing discipline.
 - a. Understand the concepts and techniques of marketing as it applies to modern organizations.
 - b. Be knowledgeable of the different environments in which marketing programs, plans, and strategies are formulated and implemented.
 - c. Understand the analytical tools necessary to assist brick-and-mortar and on-line marketing operations of companies.
 - d. Develop and carry out a marketing plan for a business.