MAJOR GOALS AND LEARNING OUTCOMES FOR THE M.S.B.A. IN BUSINESS ADMINISTRATION/MARKETING MAJOR PROGRAM

**Goal #1: Demonstrate effective analytical and critical thinking skills to evaluate marketing problems and develop solutions to them.**
1.1 Analyze theoretical and applied marketing problems regarding the role and practice of marketing within the organization.
1.2 Identify the influence of external business environmental forces on marketing issues and offer appropriate solutions that address these influences.
1.3 Identify marketing problems and appropriately evaluate alternative solutions and courses of action.

**Goal #2: Understand the role and practice of marketing within an organization including theoretical and applied aspects of specific marketing concepts.**
2.1 Define and apply knowledge of key concepts in marketing to business situations:
   2.11 Market Segmentation
   2.12 Target Marketing
   2.13 Positioning
   2.14 Branding
   2.15 Product/Service planning
   2.16 Pricing concepts and strategy
   2.17 Distribution concepts and strategy
   2.18 Advertising and Promotion
2.2 Identify significant trends and developments in current and future marketing practices and explain how they affect marketing decisions.

**Goal #3: Understand how to develop and evaluate strategic and tactical marketing plans and programs and assess marketing performance.**
3.1 Develop and implement comprehensive marketing plans.
3.2 Analyze marketing strategies and plans that include various elements of the market mix.
3.3 Use primary and secondary sources of information to develop and analyze markets and customers.