

**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.