



Program Learning Outcomes MARKETING

A student graduating with a B.S. in Marketing from Wilberforce University will be able to:

- Understand fundamental marketing concepts, theories and principles in the areas of marketing policy, market behavior, consumer behavior, product pricing, and product promotion.
- Develop a marketing plan.
- Apply quantitative analysis and technological tools to analyze consumer and marketing trends for sound business decisions.
- Produce clearly written, concise business analyses and reports.
- Design and deliver clear, well organized, persuasive oral presentations.
- Analyze marketing situations and recommend courses of action that align with appropriate professional standards and moral values.
- Demonstrate career readiness skills necessary to smoothly and effectively transition into an entry level position or graduate program in or related to Marketing.

Revised: Spring 2019