

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

Our program will provides a strong set of skills for students to become successful, ethical, and effective marketing leaders. Students gain the marketing knowledge, skills, and abilities to excel in a marketing career along with a foundation of technical and practical business skills in management, MIS, accounting, finance, economics, and operations.

Besides the fundamentals of marketing, students also learn practical skills that set them apart in both internships and entry-level positions. As a marketing student, you will learn:

- How to anticipate and satisfy consumer needs and wants
- Marketing research, product planning, pricing, promotion and distribution
- Concepts, functions and institutions of marketing
- Skills to analyze, formulate and implement marketing strategies
- Sales strategies and techniques
- How to use data to make marketing mix decisions
- Marketing analytics: Ddata analysis and interpretation skills as they are applied to market planning and strategy decisions.

POLICY FOR CHANGING TO MARKETING MAJOR:

A Slippery Rock University student wishing to change their major to Marketing MUST have a minimum overall GPA of 2.0.

Program Learning Outcomes

- **Critical Thinking and Problem Solving (UO2):** Students graduating with a degree in business administration will demonstrate effective critical thinking and problem-solving skills. Students will:
 - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
 - Apply critical thinking skills using quantitative techniques for problem solving and strategic decision making
- **Communication (UO1):** Students graduating with a degree in business administration will demonstrate competency in oral and written communication skills. Students will:
 - Prepare in proper format and style the following documents: business report (one to two pages), business memo, research report and presentation.
 - Deliver an effective oral presentation on a business and/or professional topic.
- **Information Technology (UO10):** Students will demonstrate proficiency in the use of computers and software to manage information with statistical analysis, spreadsheet, database, and other appropriate applications.
- **Ethics (UO8):** Students graduating with a degree in business administration will demonstrate an understanding of the legal environment and ethical standards of business and an awareness of the implications of their behavior and actions as a business professional. Students will apply an appropriate framework for examining ethical dilemmas and be able to (1) identify ethical issues

and stakeholders, (2) evaluate alternative course(s) of action, and (3) formulate an appropriate action plan.

- **Professional Proficiency (UO5):** Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens. Students will:
 - Demonstrate an understanding of the history and vocabulary unique to business disciplines.
 - Demonstrate knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning).
 - Demonstrate the ability to read and interpret financial statements in the decision-making process.
 - Demonstrate effective teamwork and collaborative skills in a simulated business environment.

RELATED LINKS

Marketing, BSBA Program Page (<https://www.sru.edu/academics/majors-and-minors/marketing/>)

Marketing Fact Sheet URL (<https://www.sru.edu/documents/programs/factsheets/undergraduate/FS-Marketing.pdf>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)