

MARKETING, B.S. (BEHREND)

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Learning Objectives

- **CRITICAL AND INTEGRATIVE THINKING:** Students will be able to think critically across business disciplines by considering different perspectives and using an integrated, holistic approach to perform relevant analyses, construct valid arguments, and make appropriate conclusions.
 - **ORAL COMMUNICATION:** Students will be able to execute the oral communication skills that they have learned in the interactive business courses to business situations where effective explanation, persuasion, exchanging information and ideas are essential.
 - **WRITING COMPETENCE:** Students will be able to demonstrate effective business writing skills.
 - **TEAMWORK:** Students will be positive contributors to an effective team functioning via application of their functional skills in addition to strong interpersonal skills.
 - **ETHICS AND SOCIAL RESPONSIBILITY:** Students will be able to recognize ethical issues and apply ethical theories in business situations at individual and/or organizational levels.
 - **FUNCTIONAL AREA KNOWLEDGE (ETS):** Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material across various business domains.
 - **FUNCTIONAL AREA KNOWLEDGE (ACCOUNTING):** Students will be able to demonstrate a broad general knowledge of the principles of accounting, both managerial and financial.
 - **FUNCTIONAL AREA KNOWLEDGE (ECONOMICS):** Students will be able to demonstrate a broad general knowledge of the principles of economics, both microeconomics and macroeconomics
 - **FUNCTIONAL AREA KNOWLEDGE (FINANCE):** Students will be able to demonstrate a broad general knowledge of the principles of finance.
 - **FUNCTIONAL AREA KNOWLEDGE (MIS):** Students will be able to describe the benefits and challenges of applying information technology in various organizations and functional areas.
 - **FUNCTIONAL AREA KNOWLEDGE (INTERNATIONAL BUSINESS):** Students will be able to apply basic multidisciplinary knowledge needed to conduct international business and analyze the impact of globalization.
 - **FUNCTIONAL AREA KNOWLEDGE (LEGAL ENVIRONMENT):** Students will be able to identify key terms, concepts, and theories of the law, evaluate how law affects business, analyze legal issues, and apply the law to business situations.
 - **FUNCTIONAL AREA KNOWLEDGE (MANAGEMENT):** Students will be able to demonstrate a broad knowledge of the business discipline of management.
 - **FUNCTIONAL AREA KNOWLEDGE (MARKETING):** Students will be able to demonstrate comprehensive knowledge in the field of marketing.
 - **FUNCTIONAL AREA KNOWLEDGE (QUANTATIVE BUSINESS ANALYSIS):** Students will be able to demonstrate a broad knowledge of quantitative business analysis.
- **FUNCTIONAL AREA KNOWLEDGE (SUPPLY CHAIN MANAGEMENT):** Students will be able to demonstrate a broad knowledge of supply chain management.