

# MARKETING, B.S. (CAPITAL)

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**Begin Campus:** Any Penn State Campus

**End Campus:** Harrisburg, World Campus

## Learning Outcomes

Student Graduates of our Baccalaureate Degree Programs Should Be:

- **Goal 1:** Be Effective Communicators
  - **Objective 1.1:** Convey ideas in a clear, coherent manner in written communication
  - **Objective 1.2:** Present verbally thoughts and ideas in a way that can be clearly understood by a target audience
- **Goal 2:** Be Ethically and Socially Responsible
  - **Objective 2.1:** Be competent in analyzing social and ethical decision-making issues in organizations
- **Goal 3:** Be Critical Thinkers
  - **Objective 3.1:** Graduates should be able to identify company issues (noting timing, magnitude, strategic relevance of the issue from view of target stakeholder), perform and describe analysis with relevant facts/support, provide alternatives (examining the pros/cons of each potential solution), and recommend a solution for the identified issue
- **Goal 4:** Have Competence in their Discipline
  - **Objective 4.1:** Demonstrate knowledge of the history and current practices in their major and recognize, recommend, and implement best practices in their areas of specialization

**F. Marketing Program:** The marketing major is dedicated to training of future customer-focused managers of the marketing function and process. The marketing major is designed for students interested in careers involving sales, promotion, services, business-to-business marketing, retailing, distribution, research, and planning for business, not-for-profit organizations, and the public sector

Students should demonstrate the following competencies:

- **MRKT 1.1:** Understanding the concepts and techniques of marketing as it applies to modern organizations
  - Impact of the environmental factors
  - Marketing segmentation, targeting, and positioning
  - Marketing decision variables
  - Organizational arrangements and control procedures
  - Social responsibility and marketing ethics
  - International marketing planning
- **MRKT 1.2:** Different market environments in which marketing programs, plans, and strategies are formulated and implemented
  - Impact of personal and psychological factors
  - Impact of social and cultural factors
  - Consumer decision making process
  - Cross-cultural/national consumer behavior issues
- **MRKT 1.3:** The analytical tools necessary to assist brick-and-mortar and on-line marketing operations of companies
  - Marketing research process
  - Marketing data collection, analysis, and interpretation
- **MRKT 1.4:** Develop and carry out a marketing plan for a business

- Examination of analysis, planning, organization, implementation, and control of marketing activities of companies