



College of Arts and Sciences

Business Department

Bachelor of Business Administration in Marketing

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed. At the conclusion of this program, students will be able to:

1. **Concepts of Marketing**
Demonstrate knowledge of principles and concepts of marketing.
2. **Tools and Procedures**
Utilize business concepts, methods, procedures, and tools necessary to overcome marketing challenges and issues.
3. **Marketing Analysis**
Analyze consumer and market data to make marketing decisions.
4. **Digital Marketing Decisions**
Formulate and implement marketing strategies in changing technological and environmental landscape.