



Program Information

College:	Coles College of Business
Department:	Marketing & Professional Sales
Program:	Marketing, BBA

Program Student Learning Outcomes

Upon completion of this degree from KSU, students will be able to:

- Identify elements of professional image, attitude, and business ethics as well as understand the major tenets of marketing through the Four Ps.
- Identify the core factors that need to be examined for understanding consumer behavior.
- Apply critical factors to a successful sales career; targeting the right clients; managing complex business relationships and key accounts; and properly understanding territories and business cycles.
- Interpret and effectively use the language of marketing research.
- Recognize and understand market opportunities outside their home country and understand the importance of viewing marketing management strategies from a global perspective.
- Analyze a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives.