**SAN BERNARDINO VALLEY COLLEGE**

**Business Administration Department**

**Student Learning Outcomes**

**BUSAD 013: Marketing Principles**

1. **Students will be able to critically evaluate the nature, scope and role of marketing and the marketing concept in the context of modern day businesses. They will be able to examine the nature and purpose of marketing research, consumer and organizational buying behavior, and topics related to the marketing mix strategies within the context of controllable and uncontrollable environments.**
2. **Students will demonstrate the ability to apply strategies involving problem-solving cases. Students will write a brief overview with reference to growing opportunities and examine growing trends in the domestic and international arena.**