

Major Learning Goals and Assessment.

B.B.A. Degree in Marketing

MKTG LG1: Marketing graduates will understand in detail the practices and principles common to the marketing function.

[MKTG 4870](#)

MKTG LG2: Marketing graduates will be able to apply Marketing concepts and principles to the analysis, planning, implementation and control of marketing operations.

[MKTG 4870](#)

MKTG LG3: Marketing graduates will be able to conduct research pertinent to marketing issues and problems.

[MKTG 3808](#)

B.B.A. Degree in Real Estate

RELE LG1: Real Estate graduates will understand in detail the practices and principles common to the Real Estate field.

[RELE 4707](#)

RELE LG2: Real Estate graduates will be able to apply Real Estate concepts and principles to the analysis, planning, implementation and control of real estate operations.

[RELE 4707](#)

RELE LG3: Real Estate graduates will be able to conduct research pertinent to real estate issues and problems.

[RELE 3711](#)