

UNIVERSITY OF PUERTO RICO AT BAYAMON
 BUSINESS ADMINISTRATION DEPARTMENT
 PROGRAM & MAJORS' STUDENT LEARNING OUTCOMES (SLO)

SLO – MARKETING	COMPETENCIES
<p>MKTG SLO #1 Problem solving & decision making Students identify opportunities or problems in marketing and evaluate them through quantitative and qualitative methods for decision making.</p>	<ul style="list-style-type: none"> ○ Students understand marketing concepts and their application in businesses at local and global environments. ○ Students apply quantitative and qualitative methods to solve marketing situations. ○ Students use the Internet to search for information. ○ Students use programs, such as Excel, Word, and PowerPoint, among others.
<p>MKTG SLO #2 Information and research skills. Students apply the research process to identify opportunities or solve a problem in marketing.</p>	<ul style="list-style-type: none"> ○ Students use the internet or other information sources to retrieve marketing information to identify changes that represent opportunities or problems for a business. ○ Students know and use the marketing research process. ○ Students create and use marketing research instruments.
<p>MKTG SLO #3 Effective communication Students develop the capacity to effectively communicate marketing projects in Spanish and English as second language both orally and written.</p>	<ul style="list-style-type: none"> ○ Students prepare in Spanish or English marketing plans, business plans or marketing research plans. ⊖ Students make creative presentations of marketing plans, business plans, marketing research plans or sales orally. ○ Students use the programs of <i>Word</i>, <i>Excel</i>, and <i>Power Point</i>, among others to write and present different marketing documents and activities.
<p>MKTG SLO #4 Interpersonal relations Students apply the concepts and skills of interpersonal relations and teamwork to develop marketing projects.</p>	<ul style="list-style-type: none"> ○ Students apply different strategies to manage conflicts in their teamwork. ○ Students evaluate the work of the peers. ○ Students distribute the work equally. ○ Students know the importance of deadlines and meet them.
<p>MKTG SLO #5 Entrepreneurship Students recognize the creation of new businesses as marketing opportunities.</p>	<ul style="list-style-type: none"> ○ Students develop and implement a retail business plan in a creative way.