

Administered by the College of Business and Engineering, the Bachelor of Business Administration degree in Marketing is designed to provide a broad fundamental knowledge of the nature, structure, institutions, and functions of marketing. The student graduating with the degree can expect to be competitive in the general contexts of sales and marketing. In addition, the student will be able to analyze information that are critical to making marketing decisions whether in manufacturing, distribution (including retailing), service, or not-for-profit industry sectors.