

College: SBA
Department: Advertising Management Option
Degree: B.A., B.S.

Introduction

The undergraduate program in business administration adheres to the principle that in a free society the business enterprise must be responsibly and efficiently managed. The undergraduate degree program includes both business and nonbusiness courses. The mission of the undergraduate program is to provide students with a broad understanding of business and to equip them with the dynamic skills required to work successfully in a complex and changing global environment. Special emphasis options are available within the business administration major and are designed to prepare students for positions in accounting, advertising, finance, human resource management, management & leadership, marketing, real estate, and supply and logistics management. The advertising minor for graphic design and/or communications majors, business minor, food industry management certificate, and international business studies certificate are also available. The School of Business also offers study abroad opportunities at the undergraduate and graduate levels.

Advertising Management

Objective: to provide the knowledge and skills necessary for students to create and execute advertising strategy within the broader context of the marketing function.

Undergraduate Program Learning Outcomes

01 Graduates of the baccalaureate program approach problems systematically and use appropriate decision making tools.

02 Graduates of the baccalaureate program consider long term consequences of business decisions.

03 Graduates of the baccalaureate program recognize that impacts on social and environmental sustainability must be considered to fully understand business practices.

04 Graduates of the baccalaureate program develop the ability to make appropriate use of business concepts in practical application.

05 Graduates of the baccalaureate program communicate effectively.

06 Graduates of the baccalaureate program are competent in the use of the technical tools of analysis.