



## LEARNING OUTCOMES

Associate in Applied Science (AAS)  
Program: Marketing

Upon completion of this program, students will be able to:

1. Recognize U.S. and global business practices and environments.
2. Define basic marketing principles.
3. Demonstrate the proper use of various technological and communication tools necessary to operate within a marketing environment.
4. Initiate, design, and create a project suitable for marketing purposes.
5. Identify and evaluate various techniques used in advertising.