

## **BBA Marketing Goals and Objectives**

### **(1) Comprehension of the marketing mix/4Ps.**

- 1.1 Students will be able to identify/describe each part of the marketing mix/4Ps.
- 1.2 Students will be able to apply the marketing mix/4Ps in a sufficient manner.

### **(2) Comprehension of the modern marketing concept/customer orientation.**

- 2.1 Students will be able to describe/understand the modern marketing concept/customer orientation.
- 2.2 Students will be able to apply the marketing concept/customer orientation in a sufficient manner.