

## **Synopsis of the Vocational Learning Outcomes Business Administration-Marketing Programs**

*The graduate has reliably demonstrated the ability to*

1. develop an integrated marketing communication strategy\* for marketing\* products\*, concepts, goods, or services based on an identified target market.
2. develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis\*.
3. develop strategies for the efficient and effective distribution of products\*, concepts, goods, and services.
4. determine strategies for developing new and modified products\*, concepts, goods, and services that respond to evolving market needs.
5. evaluate results of marketing\* activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.
6. formulate and prepare a marketing\* plan including marketing\* objectives, marketing mix\*, marketing strategies\*, budgetary considerations, and evaluation criteria.
7. project the impact of a marketing\* initiative using quantitative information.
8. address marketing\* problems and opportunities using a variety of strategies and tactics.
9. develop strategies to establish effective working relationships with clients, customers\*, consumers\*, co-workers, supervisors, and others.
10. communicate marketing\* information persuasively and accurately in oral, written, and graphic\* formats.
11. evaluate the viability of marketing\* products\*, concepts, goods, or services in an international market or markets.
12. conduct primary and secondary market research to provide information needed to make marketing\* decisions.
13. develop personal professional development strategies and plans to enhance leadership, management skills, and marketing\* expertise.
14. assist in the development of a business plan.
15. apply the principles of business ethics and corporate social responsibility.
16. use professional sales techniques to make a sale.
17. adapt to and apply various and changing technologies, systems, and computer applications used in marketing\* environments.

*Note:* The learning outcomes have been numbered as a point of reference; numbering does not imply prioritization, sequencing, nor weighting of significance.

<http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/business/busmrk-e.html#presentation>