

MARKETING VS. BUSINESS ADMINISTRATION DEGREE

SWOT Analysis

BA In Marketing

STRENGTHS

Learn to apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures

Know how to employ market research, data analysis, and analytics techniques to make informed marketing decisions

Be able to compare legal, ethical, sustainable, and socially responsible marketing principles

Utilize appropriate marketing communications and digital practices to meet organizational and consumer needs

Can create a strategic marketing plan for a dynamic business environment

WEAKNESSES

OPPORTUNITIES

THREATS

BA In Business Administration

STRENGTHS

Learn to examine the role of competitive advantage in business environments using strategic and operational methods

Discover how to compare and contrast regional, national, and international business environments

Get the ability to evaluate the legal, social, political, and economic environments of business

Can analyze financial information and other business data to ensure effective managerial decision-making

Will be able to design effective solutions by diagnosing organizational problems

Discover how to create a strategic business plan

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