

# MARKETING VS. BUSINESS ADMINISTRATION DEGREE



## SWOT ANALYSIS

BA IN MARKETING		BA IN BUSINESS ADMINISTRATION	
<b>STRENGTHS</b>	<ul style="list-style-type: none"> <li>• Learn to apply management and marketing concepts to diverse marketing needs within domestic and multiple global cultures</li> <li>• Know how to employ market research, data analysis, and analytics techniques to make informed marketing decisions</li> <li>• Be able to compare legal, ethical, sustainable, and socially responsible marketing principles</li> <li>• Utilize appropriate marketing communications and digital practices to meet organizational and consumer needs</li> <li>• Can create a strategic marketing plan for a dynamic business environment</li> </ul>	<b>STRENGTHS</b>	<ul style="list-style-type: none"> <li>• Learn to examine the role of competitive advantage in business environments using strategic and operational methods</li> <li>• Discover how to compare and contrast regional, national, and international business environments</li> <li>• Get the ability to evaluate the legal, social, political, and economic environments of business</li> <li>• Can analyze financial information and other business data to ensure effective managerial decision-making</li> <li>• Will be able to design effective solutions by diagnosing organizational problems</li> <li>• Discover how to create a strategic business plan</li> </ul>
<b>WEAKNESSES</b>		<b>WEAKNESSES</b>	
<b>OPPORTUNITIES</b>		<b>OPPORTUNITIES</b>	
<b>THREATS</b>		<b>THREATS</b>	