BA 289 Marketing Capstone Project Outcomes

Upon completion of this course, students should be able to:

1. Conduct the necessary research to build a strong brand.
2. Develop a branding strategy and create a brand brief.
3. Determine the marketing communication problem.
4. Create compelling content to solve the marketing communication problem.
5. Create various touch points to deliver that compelling content.
6. Apply understanding of previously learned coursework such as branding, consumer behavior, and internet marketing to create compelling marketing communication materials.