



Course Competency Report by Code

Code: BKA1

Marketing Management Tasks (BKA1)

Course of Study: BKO1 - Marketing Management Concepts
Course Level: Undergraduate
Course Division: Upper Division Major
Discipline: Business
Course Type:
Department: Business

COMPETENCY #	COMPETENCY NAME	COMPETENCY TEXT
305.6.2	Distribution Strategy Application	The graduate applies theories about distribution to develop and implement a distribution strategy.