

# Bowie State University

Topic: Marketing

Marketing Concentration ONLY			Time Line			Score (2023-2024) n=3			ACBSP Region 2 (Eastern Council)			Percentile Rank			Score			ACBSP Region 2 (Eastern Council)			Percentile Rank		
1	Total	Outbound	70.0	66.1	68	71.3	66.1	76															
2	Marketing Research, Planning, and Strategy	Outbound	60.0	52.3	83	59.4	52.3	81															
3	People	Outbound	80.0	72.4	82	73.7	72.4	51															
4	Place	Outbound	66.7	67.7	43	85.0	67.7	96															
5	Price	Outbound	75.0	65.2	86	64.5	65.2	44															
6	Product	Outbound	80.0	75.2	70	72.0	75.2	33															
7	Promotion	Outbound	60.0	65.0	26	82.6	65.0	98															

Note: Students taking less than 20 minutes to complete removed.