

Academic Learning Compact - Marketing

Upon completion of the marketing major, you will possess the knowledge and skills necessary for a variety of entry-level marketing positions. Through lecture, case study and project-based instruction, you will gain a fundamental understanding of consumer behavior, market segmentation and positioning, the role of marketing in corporate strategy and how the tactical tools of pricing, promotion and distribution are utilized by marketing practitioners.

Additional information is available from your major's website.

Before Graduating You Must

- Take the Educational Testing Service's Business Field Test. The score for this test will be incorporated into MAN 4504 taken in the final term.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Skills You Will Acquire in the Major (SLOs)

1. Consumer Behavior: Understand consumer motivations and decision processes.
2. Market Segmentation: Understand the traditional basis for segmentation and how segmentation can inform marketing strategy.
3. Product Positioning: Understand product category differentiation and its role in shaping a firm's competitive strategy.
4. Advertising: Understand marketing communication, media strategy and message strategy.
5. Pricing: Understand pricing tactics and competing approaches for extracting profit from a market offering.
6. Distribution: Understand the fundamental up-stream and down-stream issues that confront firms along the value chain.
7. Marketing Strategy: Understand corporate objectives, competitor analysis and competitive strategies.
8. Apply substantive knowledge to marketing situations (cases, scenarios) analytically.
9. Apply formal quantitative tools to the task of data analysis.
10. Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in business.

Courses	Content							Critical Thinking		Communication
	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10

Preprofessional

