MARKETING

Mission Statement
The mission of the College of Business is to provide a high quality, student-oriented educational experience to undergraduate and graduate business students primarily from the Northwest Florida region. The college of Business prepares students for successful careers in business and society and, in doing so, advanced the educational and economical development of Northwest Florida. The College of Business prepares students for successful careers by offering them the opportunity to develop knowledge and skills in a particular business discipline within the framework of a broad business curriculum.

Student Learning Outcomes
UWF Marketing graduates should be able to do the following:

Content
- Develop facility in the use of terminology and concepts in the major areas of business:
  -- Information Technology  -- Marketing
  -- Management  -- Economics
  -- Accounting  -- Finance
- Create, develop, and evaluate theory-drive, data-based, and ethical marketing strategy appropriate for a given environment

Critical Thinking
- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to business problems
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

Communication
- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions
Integrity/Values
- Recognize legal and ethical problems that occur in business contexts
- Select and defend an appropriate ethical and legal course of action

Project Management
- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

Assessment of Student Learning Outcomes
In the Marketing major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In the Marketing specialization course Marketing Strategy, you will have the opportunity to showcase your academic accomplishments through the identification and discussion of strategic issues in strategic marketing management, the construction of a fundamental marketing plan for an organization, and the participation in discussions involving the use of marketing analysis tools with the purpose of providing alternative strategic directions for a firm’s marketing efforts. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective courses.

Job Prospects for Marketing Graduates
A career in marketing, no matter which of the dozens of specialty paths you choose to pursue, is at its heart a career in establishing and managing close relationships between organizations and its customers. Some of the fields that offer excellent prospects for graduates in marketing include:

- Marketing Management
- Marketing Information Technologies
- Marketing Research
- Professional Selling
- Sales Management

Find Out More about Marketing:
http://uwf.edu/market