



Academic Learning Compact

Marketing Bachelor of Business Administration

Program Mission Statement

The marketing major is designed for students interested in the marketing of consumer and industrial goods and services. The curriculum has been developed to include course work in the principles and foundations of marketing management and in the marketing functions of manufacturers, wholesalers, and retailers. The major also includes behavioral, technical, and elective courses in order to prepare the student for a marketing career.

Flexibility is allowed so that students have some discretion in orienting their program toward career and degree objectives. Students are encouraged to work closely with their advisors in selecting major and contextual courses which are appropriate to their objectives.

Students who choose marketing as their area of concentration must satisfy all requirements for the B.B.A. degree. As a part of these requirements, marketing students must satisfy the marketing concentration requirement and contextual requirement. A maximum of 18 hours of marketing, excluding marketing courses required of all B.B.A. candidates, will be counted toward satisfying degree requirements.

Student Learning Outcomes

Graduates will be able to:

Content/Discipline-Specific Knowledge/Skills

- Students will understand the global economy and recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will acquire knowledge in the major functional areas of business (accounting, economics, management, finance, marketing, and quantitative business analysis) and understand the interrelationships among them.
- Students will demonstrate a foundational knowledge in the principles of marketing.

Communication Skills

- Students will communicate effectively in both oral and written formats.

Critical Thinking Skills

- Students will identify and reconcile ethical issues in decision making.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which link to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. In addition, each program of study has a discipline-specific learning outcome reflecting disciplinary learning students gain in their specific field of interest. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Written and oral communication are assessed by student performance during ENC3202 Professional Communication for Business, using standardized, anchored grading rubrics.

Ethical reasoning is assessed via a written essay in response to a case in MAN4720 Strategic Management and Business Policy.

Discipline-specific learning in the major field of study as well as content knowledge in the functional areas of business is assessed via the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course. Discipline-specific learning in the major field of study is measured by the students' performance (sub-score) on the Marketing assessment indicator. Functional business content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including economics, management, quantitative analysis, finance, marketing, legal/social environment, and information systems.

Assessment mechanisms may change over time.