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Academic Learning Compact : Marketing [Effective 2013]

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Academic Learning Compacts – ALCs
Marketing
CIP: 52.1401

Academic Program Mission

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. The mission of the Marketing program is to enrich the lives of students and contribute to the field of marketing through 1) assisting students in acquiring the knowledge and skills significant to success in a marketing career, 2) engaging in research and professional activities that will contribute to the general knowledge base of marketing, and 3) collaborating with community partners in the Tampa Bay area.

Career/Employment Options for Graduates

Marketing majors find careers in positions such as Promotion and Advertising Coordinator, Media Planner, Media Buyer, Media Estimator, Events Planning, Market Researcher, Market Analyst, Sales Representative, Sales Executive, Brand Manager, Advertising Agency Account Coordinator, Logistics Analyst/Coordinator, Ocean Import/Export Agent, and many others.

Specific Information on this Academic Program

http://www1.usfsp.edu/cob/undergraduate_studies/marketing.htm

Details Relating to Student Learning Outcomes

1.Content/ Discipline skills		
Goals/Objectives	Means of Assessment	Criteria for Success
1a. Demonstrate competencies in marketing concepts relevant to both business and non-profit organizations. These competencies include marketing research, professional selling, product planning and distribution, promotion management, and marketing strategy	20 question multiple choice internally developed Marketing Major Assessment Exam	It is expected that 70% of the responses for the related questions will be correct.

2. Communication Skills		
Goals/objectives	Means of Assessment	Criteria for success
2a. Students will demonstrate quality writing abilities	Writing assignment in Strategic Management and Decision Making (GEB 4890).	It is expected that 80% of students will be rated as acceptable (satisfactory) or higher.
2b. Students will deliver an effective oral presentation on a business topic.	Orals presentations in Strategic Management and Decision Making (GEB 4890).	It is expected that 80% of students will be rated as acceptable or higher.
2c. Our students will demonstrate proficiency with using appropriate technology in the resolution of business problems and will demonstrate proficiency with using appropriate technology in the resolution of business problems.	Data is still being compiled and will be added when completed	Data is still being compiled and will be added when completed

3.Critical thinking skills		
Goals/objectives	Means of Assesment	Criteria for success
3a. Students will identify and prioritize key assumptions used in business decision-making scenarios.	20 question multiple choice internally developed GEB 4890 Strategic Management and Decision Making Assessment Exam.	It is expected that 70% of the responses for the related questions will be correct.
	Students will solve a two-way ANOVA problem and a Multiple Linear Regression Analysis problem on exams in the Business & Economic Statistics II course (QMB 3200).	It is expected that 70% of students will score a 70% or higher in examining and solving these problems.
3b.Students will solve business problems using appropriate quantitative and analytical techniques	Students will solve a two-way ANOVA problem and a Multiple Linear Regression Analysis problem on exams in the Business & Economic Statistics II course (QMB 3200).	It is expected that 70% of students will score a 70% or higher in examining and solving these problems.

4.Civic engagement		
Goals/objectives	Means of Assesment	Criteria for success
4a. Students will apply an ethical framework to dilemmas in specific business cases.	Writing assignment in Strategic Management and Decision Making (GEB 4890).	It is expected that 80% of students will be rated as acceptable (satisfactory) or higher.
4b. Students will identify a business decision's potential ethical impacts.	20 question multiple choice internally developed GEB 4890 Strategic Management and Decision Making Assessment Exam.	It is expected that 70% of the responses for the related questions will be correct.
4c.Students will demonstrate an understanding of the international business environment	20 question multiple choice internally developed GEB 4890 Strategic Management and Decision Making Assessment Exam.	It is expected that 70% of the responses for the related questions will be correct.
4d. Students will be able to evaluate the impact of culture and cross cultural differences on an organizations business strategy.	20 question multiple choice internally developed GEB 4890 Strategic Management and Decision Making Assessment Exam.	It is expected that 70% of the responses for the related questions will be correct.