

**Department: Management, Marketing, Information Systems**  
**Program: BBA in Marketing**

Skill Set	Professional Application	Delivery of Skill Set Courses, extracurricular activities, etc. in which the skill set is introduced (I), reinforced (R), or mastered (M)
Core Skill: Critical Thinking	<p>To identify all relevant, involved, and affected parties of an organization’s marketing campaign.</p> <p>To be able to understand and work with (long-term) a variety of market-related issues and concerns.</p>	<p>BUAD 2374 “International Business” (I)  MKTG 3324 “Principles of Marketing” (I)  MKTG 3364 “Integrated Marketing Communication” (R)  MKTG 4390 “Marketing, Management &amp; Analytics”(M)</p>
Core Skill: Global, Sustainable Awareness, and Cultural Consciousness	<p>Identify basic elements of what constitutes global and cultural issues in a business situation.</p> <p>To be able to recognize and address global and cultural issues faced by organizations in today’s marketplace.</p> <p>Understand the role that sustainability plays in today’s marketing environment.</p> <p>To address sustainability issues in the value chain from materials to production to packaging, consumption, and disposal</p>	<p>BUAD 2374 “International Business” (I)  MKTG 3324 “Principles of Marketing”(I)</p> <p>MKTG 4363 “International Marketing” (R)</p> <p>MKTG 4354 “Sustainable Marketing” (M)</p>
Core Skill: Social Responsibility	<p>The impact of marketing on society, including ethics, policy-making, targeting, and more.</p> <p>To work with firms to ensure a positive and socially responsible image exists in the market.</p>	<p>MKTG 3324 “Principles of Marketing” (I)  MKTG 4350 “Consumer Behavior” (R)  MKTG 4363 “International Marketing” (R)  MKTG 4390 “Marketing, Management &amp; Analytics”(M)</p>
Core Skill: Professional Proficiency and Communication	<p>Ability to communicate clearly and professionally with people upstream and downstream in the value chain.</p> <p>Skill in communicating messages to both vendors and buyers of an organization.</p>	<p>BUAD 3360 “Business Communication” (I) (R)</p> <p>MKTG 4390 “Marketing, Management &amp; Analytics”(M)</p>
Discipline-based Skill: Market Research and Analysis	<p>To quantify market behavior and trends.</p> <p>Forecasting of areas for growth within the market; as applicable to organizational marketing strategies.</p>	<p>BUAD 3355 “Business Statistics” (I)  MKTG 3324 “Principles of Marketing”(I)  MKTG 3365 “Marketing Research” (R)  MKTG 4390 “Marketing Management and Analytics” (M)</p>

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Discipline-based Skill: Market Targeting & Segmentation	Identification of likely buyers.  More effective and efficient use of marketing resources (advertising budgets, promotions, etc.).	MKTG 3324 “Principles of Marketing” (I) MKTG 3364 “Integrated Marketing Communication” (R) MKTG 4350 “Consumer Behavior” (M)
Discipline-based Skill: Product Delivery	Being at the right place at the right time to fulfill market needs.  Best way to reach the buyers and/or end users of a company’s products (goods, services, or experiences).	MKTG 3324 “Principles of Marketing” (I) MGMT 3355 “Operations, Logistics, & Supply Chain Management” (R) MKTG 3360 “Sales”(R) MKTG 4310 “Retail Marketing Management” MKTG 4335 “Supply Chain Management”(M)
Discipline-based Skill: Traditional Marketing Methodology	Newspaper, magazine, radio, television, billboard, and other forms of print or electronic advertising methods.  Traditional marketing is still a viable and reliable way for many organizations to communicate with their target market.	MKTG 3324 “Principles of Marketing”(I)  MKTG 3364 “Integrated Marketing Communication”(R)  MKTG 4310 “Retail Marketing Management” (M)
Discipline-based Skill: Digital Marketing Methodology	Websites, social media, blogs, vlogs, mobile, e-mail, search engine marketing, etc.  Digital marketing is rapidly replacing traditional as the preferred way for markets to gather information about companies, brands, and products.	MKTG 3324 “Principles of Marketing”(I)  MKTG 3370 “Online Marketing” (R)  MKTG 4390 “Marketing Management & Analytics” (M)
Discipline-based Skill: Technical Competence	Microsoft Excel and SPSS.  Ability to analyze market data for forecasting and planning marketing strategies.	BUAD 1115 “Intro to Business Software”(I) ISYS 3330 “Info. Systems and Business Analytics” (R) MKTG 3370 “Online Marketing” (R)
Discipline-based Skill: Fundamental Marketing Business Skills, and Leadership and Teamwork Skills	To work with a range of personalities and expectations as a group member for the benefit of all.  To integrate professionally and beneficially with co-workers to promote and further an organization in its market.	MKTG 3324 “Principles of Marketing” (I)  MKTG 4390 “Marketing, Management, & Analytics” (R)  MGMT 4390 “Strategic Management in a Global Business Environment” (M)