

## Marketing, B.S.B.A.

### Mission Statement

*The mission of the College of Business is to promote individual, organizational, and regional prosperity through business education, research, and service.*

### Student Learning Outcomes

Specialization SLOs must address each of the following four domains:

#### Content

- Correctly use terminology and concepts in the major areas of business:
  - Information Technology
  - Management
  - Accounting
  - Marketing
  - Economics
  - Finance
- Create, develop, and evaluate theory-driven, 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 address business problem
- 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

## **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.

## **Job Prospects**

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 at UWF:***  
***<https://uwf.edu/programs/cob/marketing-bsba/>***