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| Program:       | Marketing                               |
| Degree:        | BBA                                     |
| Department:    | Department of Marketing                 |
| Contact Name:  | Janet Parish, Associate Department Head |
| Contact Phone: | 979.845.1067                            |

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| <b>Outcome</b>    | <b>Master the depth of knowledge required for a degree</b>  |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.</li> <li>• Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.</li> <li>• Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.</li> <li>• Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.</li> </ul> |

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| <b>Outcome</b>    | <b>Demonstrate critical thinking</b>  |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.</li> <li>• Developing the ability to apply general rules to specific problems to produce answers that make sense.</li> <li>• Analyzing information and evaluating results to choose the best solution and solve problems.</li> </ul> |

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| <b>Outcome</b>    | <b>Communicate effectively</b>  |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Developing the ability to communicate information and ideas in speaking so others will understand.</li> <li>• Developing the ability to communicate information and ideas in writing so others will understand.</li> </ul> |

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| <b>Outcome</b>    | <b>Practice personal and social responsibility</b>  |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.</li> <li>• Developing specific goals and plans to prioritize, organize, and accomplish your work.</li> </ul> |

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| <b>Outcome</b>    | <b>Demonstrate social, cultural, and global competencies</b>  |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Being aware of others' reactions and understanding why they react as they do.</li> </ul> |

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| <b>Outcome</b>    | <b>Prepare to engage in life-long learning</b>   |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Understanding the implications of new information for both current and future problem-solving and decision-making.</li> </ul> |

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| <b>Outcome</b>    | <b>Work collaboratively</b>   |
| Marketable Skills | <ul style="list-style-type: none"> <li>• Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.</li> <li>• Developing constructive and cooperative working relationships with others, and maintaining them over time.</li> </ul> |

Notes:

- All marketable skills listed for this example program were drawn from the Knowledge, Skills, and Abilities identified by the US Department of Labor and Statistics for “Marketing Managers” as published on O\*Net Online (onetonline.org).
- Alternate sources for degree-specific marketable skills include:
  - learning outcomes and associated metrics used for programmatic assessment
  - learning outcomes or skills required for programmatic accreditation