

MARKETING

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF Marketing graduates should be able to do the following:

Content

- Develop facility in the use of terminology and concepts in the major areas of business:
 - Information Technology
 - Management
 - Accounting
 - Marketing
 - Economics
 - Finance
- Create, develop, and evaluate theory-drive, 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 business problems
- 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

Project Management

- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

Evaluation 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. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In the Marketing specialization course Marketing Strategy, you will have the opportunity to showcase your academic accomplishments through the identification and discussion of strategic issues in strategic marketing management, the construction of a fundamental marketing plan for an organization, and the participation in discussions involving the use of marketing analysis tools with the purpose of providing alternative strategic directions for a firm's marketing efforts. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective course.

Job Prospects for Marketing Graduates

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

Professional Selling

Marketing Information Technologies

Sales Management.

Marketing Research

Find Out More about Marketing:

<http://uwf.edu/cob/departments/market/>