Marketing

Degree Designation: BA/BS

Mission Statement

The Department of Marketing at the University of South Florida will lead in the practice and teaching of marketing and customer-related quality principles. As scholars, we hold the highest professional standards and are committed to ethical managerial decision-making. Our research and teaching will be rich in theory, and designed to create value by focusing on business applications. Our primary objective is to deliver superior customer satisfaction by exceeding the expectations of students, business professionals and academics.

Program Objectives

The Marketing major prepares students for a wide variety of professional marketing and sales careers by providing an understanding of key concepts in the discipline and their application. The curriculum also provides for the development of skills in oral and written communication, quantitative and analytical reasoning, research proficiency, and team building. In addition, students completing the degree are prepared to enter graduate programs in business and related areas.

Student Learning Outcomes

Content / Discipline Skills

- Relationship Marketing- Understand the importance of building long-term relationships with all stakeholders of the organization.
- Market Segmentation and Targeting- Understand the importance of adapting and modifying the marketing process to groups of customers.
- Competitor Analysis- Show analytical ability and environmental understanding when researching competitive influences.
- Marketing Planning - Demonstrate sophisticated levels of skill in developing market plans, including strategies designed to achieve goals.
- Selling Skills-Demonstrate salesmanship ability and an understanding of customer relationship management.
- Market Research Skills- Demonstrate ability to perform secondary and primary research.

Critical Thinking Skills

- Demonstrate critical thinking and analytical abilities, including the ability to engage in inductive, deductive and quantitative reasoning and to construct sound, logical arguments.

Communication Skills

http://www.acad.usf.edu/ALC/alc.asp?id=175
- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions

**Assessment Strategies**

- Content/discipline skills are assessed at the departmental level. Knowledge/skills/abilities specific to the Marketing major are assessed through embedded questions in the required major courses as well as through evaluations of students in the capstone Marketing course, Marketing Problems.
- Critical thinking skills are assessed centrally as part of the General Education Assessment process conducted by the Office of Division Support. They are also assessed through embedded questions in the Marketing Research course.
- Written communication skills are assessed centrally as part of the General Education Assessment process conducted by the Office of Division support; oral communication skills are assessed in the General Education program as well as in the Strategic Management course required of all business majors.