

Department of Marketing & Advertising

Statement of Vision, Mission, and Student Learning Goal/Objectives

Vision

The College of Business serves as a catalyst to advance education and economic development in the state of Arkansas.

BBA in Marketing (Certificate of Proficiency in Sales embedded)

Mission

The mission of the Marketing & Advertising department is to prepare students for a professional career in marketing and/or advertising in the private and public sectors. The knowledge, analytical skills, and technical expertise required of marketing professionals are emphasized. The curriculum also provides a solid foundation for students planning graduate study in marketing and business.

Student Learning Goals/Objectives

Goal 1 Students will demonstrate competence in each of the functional areas of business (accounting, marketing, economics, finance, management, operations, and information systems).

Goal 2 Students will be effective communicators.

- Students will demonstrate effective written communication skills.
- Students will demonstrate effective oral communication skills

Goal 3 Students will have an ethical perspective, understanding the importance of behaving ethically in their professional lives.

- Students will identify an ethical dilemma and identify impact on identified stakeholders.
- Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.

Goal 4 Students will use analytical techniques and tools to analyze data for decision-making.

- Students will demonstrate knowledge to use logic-based tools to retrieve information for decision-making.
- Students will demonstrate ability to retrieve data and address business issues using an analytics tool.

Goal 5 Students will develop knowledge in the major functional areas of marketing.

- Students will demonstrate an understanding of target marketing and market research.
- Students will demonstrate an understanding of consumer behavior and product strategy.
- Students will demonstrate an understanding of distribution strategy and sales.
- Students will demonstrate an understanding of legal environment as it applies to marketing.