

Undergraduate Marketing Program Learning Goals

Mission Statement

Our mission is to foster a dynamic and collegial environment that serves our two most important goals: the creation of knowledge, and the education of future business leaders. We produce rigorous and relevant research that enriches the understanding and practice of business. We develop graduates whose professional expertise, skills and leadership are enhanced by a unique understanding of the global marketplace. Through our service and our achievements in research and education, we contribute to the welfare of our main constituents: our students, alumni, university, state and business partners.

The overall goal of the Undergraduate Marketing Program at the Moore School of Business is to provide students with a rigorous education that prepares them for successful careers as professional marketing executives in industry, and for further graduate studies.

Learning Goals

1. Students will demonstrate knowledge of consumer behavior, and how marketers strive to use an understanding of consumer behavior to promote effective marketing through advertising, product design, or promotions.
2. Students will gain an understanding of the internal and external factors that influence consumer choice.
3. Students will be able to conduct marketing research, which will include the design and administration of questionnaires, understanding of sampling techniques, and how to collect, clean, and code data.
4. Students will be able to analyze and interpret marketing research results.
5. Students will be able to communicate market research results effectively.
6. Students will develop an understanding of the strategic marketing management planning process, and be able to integrate the various facets of marketing and apply these concepts to marketing decisions and the development of marketing plans.