



## MISSION STATEMENT AND STUDENT LEARNING OUTCOMES for Marketing

Review Year: 2023

<b>Division:</b> BHSHS	<b>Discipline/Program/Department:</b> Marketing	<b>Contact Person(s):</b> Tuju, Sila
---------------------------	--	---

### Mission Statement

The mission of the Marketing AAS program is to provide the necessary skills for students to be successful in a marketing career. This will be accomplished by providing a dynamic learning environment to challenge and develop students' abilities to make effective marketing decisions and provide value to the business community through the use of traditional and social media SEO (Search Engine Optimization) marketing methods. The program strives to create a customer-focused mindset by demonstrating that marketing success rests on a solid understanding of customer needs and then meeting those needs. Program effectiveness is evaluated based on assessment of the needs of the business community and of student skills. Lifelong learning is stressed as a vital component for career success.

### Program/Discipline Curriculum Map

**I = Introduce:** Student is first exposed to the concept/idea and is requested to apply the concept in a limited scope.  
**E = Emphasize:** Student applies concept(s) in varying/multiple situations of greater complexity than when initially introduced.  
**R = Reinforce:** Student may be expected to understand the concept upon taking the course and utilizes the concept in conjunction with other concepts/ideas to solve problems.

Program/Discipline Outcomes	Course Prefix and Number													
Graduates of this program/discipline shall be able to:	BUS 101	BUS 102	MKT 126	MKT 226	MKT 227	MKT 228	MKT 242	MGMT 213	MGMT 214	MGMT 240				
Describe how ethics and corporate responsibility affect an organization's success.	I	R	I	R	R		E	R	R	E				
Explain the importance of SEO Analytics and the critical elements to create a social media strategy.			I	R	R	R	R	E	E					
Communicate in written and oral formats appropriate to a business environment.	I		I	R	R	R	E	E	E	E				
Develop a digital communications plan.			I	R	E	E	I							
Prepare and present an effective marketing plan to a client.			I	E	E		E							

Map Comments:

### Core Competency Map

Core Competencies	Course Prefix and Number													
	BUS 101	BUS 102	MKT 126	MKT 226	MKT 227	MKT 228	MKT 242	MGMT 213	MGMT 214	MGMT 240				
<b>Communication Skills</b>														
1. Computer Literacy						X								
2. Oral Communications														
3. Writing										X				
<b>Reasoning Skills</b>														
4. Critical Thinking			X											
5. Quantitative Literacy		X												
<b>Citizenship</b>														
6. Personal Accountability			X											
7. Civic And Social Accountability	X								X					