



**College of Business Administration  
Academic Learning Compacts**

**Marketing - B.S.B.A.**

**Discipline Specific Knowledge, Skills, Behavior and Values**

**1. Foundation Marketing Concepts**

Students will demonstrate knowledge of the following foundation marketing concepts: markets (consumer, business, domestic, global), relationship marketing, market segmentation, target market, positioning, differentiation, consumer decision-making process, marketing research process, new product development, branding and brand equity, pricing process, price elasticity and cross-elasticity, channels of distribution, integrated marketing communication, role of promotional elements, internet marketing, logistics and supply chain management, marketing management, marketing strategy, marketing mix elements, marketing plan, marketing decision-making, green marketing, and ethics, multicultural, and diversity issues.

(Aligned with UCF Goals: Offer the best Undergraduate education available in Florida, Become more inclusive and diverse; and Strategic Initiative: Undergraduate Excellence.)

**2. Quantitative Techniques for Analyzing Marketing Problems**

Students will demonstrate proficiency in the following quantitative techniques: conduct a situation/environmental analysis, forecast demand using trend, bivariate, and multivariate techniques, calculate market share, calculate marketing productivity metrics/ratios and interpret them; utilize marketing dashboards, calculate and interpret return on investment, calculate and interpret present value of a marketing project, calculate trade discounts and margins, calculate contributions and breakeven points, generate a well stated hypothesis and test using simple statistical tests, construct scale items and a survey instrument, differentiate among fixed, variable, marginal, and total costs, calculate price elasticity and cross elasticity, measure customer satisfaction and loyalty, calculate lifetime value of a customer.

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**3. The Role of Information and Information Technology in the Design and Execution of Marketing Strategy**

**Students will appreciate the role of information and information technology in the design and execution of marketing strategy in the following ways: conduct a comprehensive market research project, utilize secondary sources of information such as databases, search engines, and GIS systems to address marketing problems, utilize digital communication devices and A/V devices to facilitate marketing communication and dissemination of information, utilize spreadsheets and statistical software to analyze data for addressing marketing problems, utilize spreadsheets to analyze financial and market data to address marketing problems.**

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#### **4. Marketing Management Skills**

**Students will demonstrate proficiency in the following marketing managerial skills: identify multiple workable solutions to a marketing problem, develop and write a set of well-stated marketing objectives, interpret a perceptual map and plan a repositioning strategy, segment a market by applying reasonable segmentation bases for both consumer and business markets, develop a comprehensive marketing strategy consistent with set objectives, develop a detailed marketing plan.**

**(Aligned with UCF Goal: Offer the best Undergraduate education available in Florida.)**

#### **5. Integration of Societal Values into Marketing Decision-Making**

**Students will demonstrate proficiency in integrating societal values into marketing decision making the following ways: integrate considerations of ethics, diversity, sustainability, and multiculturalism into sales decision making, integrate considerations of ethics, diversity, sustainability, and multi-culturalism into marketing management decision-making.**

**(Aligned with UCF Goals: Offer the best Undergraduate education available in Florida, Become more inclusive and diverse, Provide international focus to our curricula and research programs.)**

### **Critical Thinking**

#### **1. Critical Thinking Skills**

**Students will demonstrate skills in critical thinking in the following ways: conduct a sales call in which needs identification, confirmation, overcoming objections, and closing the sales are important components, write a comprehensive case report in which problem analysis, generating alternate solutions, analyzing the alternatives relative to a set of metrics, formulating valid recommendations, and arriving at strong conclusions are components.**

**(Aligned with UCF Goal: Offer the best Undergraduate education available in Florida.)**

## **2. Integration of Societal Values into Marketing Decision-Making**

Students will demonstrate proficiency in integrating societal values into marketing decision making the following ways: integrate considerations of ethics, diversity, sustainability, and multiculturalism into sales decision making, integrate considerations of ethics, diversity, sustainability, and multi-culturalism into marketing management decision-making.

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### **Communication**

#### **1. Sales Presentation Skills**

Students will demonstrate proficiency in conducting a professional technology-facilitated presentation.

(Aligned with UCF Goal: Offer the best Undergraduate education available in Florida.)

#### **2. Written Communication Skills**

Students will demonstrate proficiency in writing a marketing report that communicates effectively, accurately, and in a professional style.

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### **Assessment of Marketing - B.S.B.A. Outcomes**

These outcomes will be assessed using a variety of assessment methods, including:

- Exams
- Individual projects
- Written papers
- Oral presentations
- Case studies