

SMSU Marketing Program Mission Statement

To provide a comprehensive foundation of marketing principles tempered with proven practitioner experience to effectively prepare graduates to compete in today's dynamic marketplace. Our graduates receive an ample application of marketing theory in tandem with an emphasis on critical thinking that is necessary to survive and thrive within the practical reality of today's contemporary business culture. Our graduates deliver proven value to those who secure their services.

Marketing Program Goals and Student Learning Outcomes

Goal 1. To understand the role of marketing in today's global society.

- **Student Learning Outcome 1.1**
 - Articulate the key components of integrated marketing into the corporate strategic planning process.
- **Student Learning Outcome 1.2**
 - Demonstrate acquired knowledge through case presentations and test performance.

Goal 2. To apply marketing principles to contemporary marketing issues.

- **Student Learning Outcome 2.1**
 - Demonstrate critical thinking in applying marketing knowledge to current business cases.

Goal 3. To comprehend the strategic function of the various forms of promotion in the broader context of marketing.

- **Student Learning Outcome 3.1**
 - Develop an effective promotional campaign by integrating the elements of the promotional mix to demonstrate understanding of evolving media choices.
- **Student Learning Outcome 3.2**
 - Discern the real economic, social and cultural role of advertising and conversely, the impact of a society's values on advertising.

Goal 4. To comprehend the role of entrepreneurial activities in generating future real domestic growth.

- **Student Learning Outcome 4.1**
 - Understand the difference between managerial and entrepreneurial decision-making and comprehending what motivates an entrepreneur.
- **Student Learning Outcome 4.2**
 - Create a business plan that includes legal, financial, marketing and growth strategies considered relevant by financing sources.

Goal 5. To demonstrate the effectiveness of personal selling in accomplishing corporate revenue objectives.

- **Student Learning Outcome 5.1**
 - Discern the role of sales in the promotional mix of the marketing equation.
- **Student Learning Outcome 5.2**
 - Implement and demonstrate effective personal communication style flexing to enhance persuasive abilities.

Goal 6. To apply marketing research fundamentals to current situations being experienced in the marketplace by various business entities.

- **Student Learning Outcome 6.1**
 - Describe and report a conceptual framework for conducting marketing research.
- **Student Learning Outcome 6.2**
 - Execute a complete marketing research project, demonstrating a knowledge of correct research principles.