

ACCELERATED B.B.A. IN MARKETING/M.B.A. (MARKETING)

Web Site: <https://twu.edu/management-marketing/undergraduate-programs/bba-in-marketing/>

Marketable Skills

Core Skills

- a. Analytical Competence: B.B.A. Marketing Specific Application- Think analytically; Use analytical tools to make decisions. General Employment Application- Effectiveness in problem-solving; Efficient use of common analytical tools for marketing analysis.
- b. Diversity: B.B.A. Marketing Specific Application- Work well within a diverse organization; Adapt strategies based on individual or group differences. General Employment Application- Working in diverse teams; Learning about diversity and differences and how that affects marketing strategy.
- c. Ethical Reasoning: B.B.A. Marketing Specific Application- Apply ethical reasoning; Sustainability impacts on people, planet, and profits. General Employment Application- Being able to make decisions that are ethical and socially responsible.
- d. Teamwork: B.B.A. Marketing Specific Application- Ability to effectively work in team situations. General Employment Application- Project management teams; Strategy development teams.

Discipline-Based Skills

- a. Consumer Behavior Analysis: B.B.A. Marketing Specific Application- Consumer buying process, Influences on consumer buying and behaviors. General Employment Application- Understanding how a business's customers make decisions and use the product; Understanding what can appeal to customers and what can influence or motivate them.
- b. Product/Branding Strategy: B.B.A. Marketing Specific Application- Understanding product mixes and life cycles; Understanding branding and positioning; Devising branding and positioning strategy. General Employment Application- Effectively managing a company's product mix; Developing effective brands; Identifying and communicating a brand's position (i.e., image)
- c. Promotion Skills: B.B.A. Marketing Specific Application- Promotion mix tools; Promotion strategies and appeals. General Employment Application- Devise an optimal mix of promotion tools to accomplish objectives; Design effective messages and appeals for the targeted audience.
- d. Distribution/ Retailing Strategy: B.B.A. Marketing Specific Application- Supply and distribution channels; Logistics of moving products; Channel and retail strategies. General Employment Application- Establish effective channels of distribution to meet customer needs; Get products to customers in efficient and effective ways.
- e. Pricing Applications: B.B.A. Marketing Specific Application- Pricing strategies; Pricing math. General Employment Application- Setting effective prices and policies; Understanding basic dynamics of costs and profitability in relation to prices.
- f. Written Communication: B.B.A. Marketing Specific Application- Writing marketing plans and reports; Writing to report research or analytics; Writing to promote and sell.