

# BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

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**Web Site:** <https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-marketing/>

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

## Core Skills

1. 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.
2. 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.
3. 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.
4. Teamwork: B.B.A. Marketing Specific Application- Ability to be an effective worker in team situations. General Employment Application- Project management teams; Strategy development teams.

## Discipline-Based Skills

1. 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.
2. 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)
3. 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.
4. 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.

5. 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.
6. Written Communication: B.B.A. Marketing Specific Application- Writing marketing plans and reports; Writing to report research or analytics; Writing to promote and sell.