

# MARKETING

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Department of Management and Department of Marketing  
 Donald Vest, Department Chair  
 Wright-Young Hall, Room 316  
 Telephone: (404) 880-8465

## Marketing Area Overview

The area of Marketing is a critical component of organizations that serves to promote exchanges that satisfy customers while helping to attain organizational goals. As a vital link between customer and firm, marketing in an organization helps guide the selection of goods and services produced, the establishment and maintenance of effective and efficient means of distribution, the pricing process, and promotional systems, which include advertising and sales.

The mission of the Marketing program is to prepare students who can create, communicate and deliver exchange offerings that have value to customers, clients and the larger society. The vision of the Marketing program is to develop marketing professionals who are at the forefront of providing valuable, creative and innovative solutions to global marketing challenges.

## Marketing Concentration

The Marketing concentration offers courses that emphasize relevant and useful instruction, research, and service for the MBA Program. The Marketing concentration emphasizes experiential learning by combining practical career preparation with academic theory to produce knowledgeable and versatile marketing executives. Students work with faculty, corporate representatives and entrepreneurs to gain valuable hands-on experience in solving real-world marketing problems.

The Marketing program objective is to join sound concepts and marketplace realities so that students will have strong preparation for rewarding marketing positions and capacity for advancement in private or public organizations. Nationally recognized for its reputation in brand and product management, the program focuses heavily on marketing research and sales management. The Master of Business Administration (MBA) Full-Time Program.

## Student Learning Outcomes

Students pursuing the **Master of Business Administration** degree program will:

1. Identify and assess business alternatives and determine appropriate course of action based on business principles and best practices.
2. Utilize appropriate and effective oral, written and interpersonal communication skills in diverse business settings.
3. Identify major influences in consumer and organizational decision-making to maximize business opportunities.
4. Evaluate the interdependent roles and impact of internal and external business and environmental factors on today's global economy.
5. Make decisions that are consistent with the professional and ethical values of business practices.
6. Recommend effective approaches for motivating employees and managing relationships in a diverse workforce to achieve internal control objectives.

7. Demonstrate effective leadership skills and behaviors in professional environments.