Bachelor of Business Administration and Bachelor of Science in marketing

Program information

College	College of Business		
Department or school	Department of Marketing		
Degree abbreviation	B.B.A., B.S.	**CIP code**	52.1401
Program website	business.fau.edu/undergraduate/majors/marketing		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate so students, families, employers and the community can see what each program commits to providing its graduates.

Program mission

The Department of Marketing prepares students to create demand for goods and services by meeting customer needs. Graduates learn to create value for both customers and firms.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

The major supports the university's mission by building research, data and software skills that employers seek. Marketing plans, simulations and internship feedback help make graduates career-ready.

About the program

Marketing majors complete the College of Business core, including principles of marketing, plus courses in consumer behavior, marketing research and consumer analytics, and marketing strategy. Students learn how people make buying choices and how to use data to guide marketing decisions. The major is a great fit for creative students who also enjoy working with data.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☒ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☒ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Graduates will be able to explain core marketing concepts, including segmentation, targeting, positioning, the four Ps of marketing, consumer behavior, marketing research and marketing strategy.
Graduates will be able to conduct a marketing research project.
Graduates will be able to use key software tools of the marketing profession.

How students show it

Exams in the principles of marketing, consumer behavior and marketing straregy courses; a case analysis in the marketing research course and feedback from internship employers.

Where it is assessed

MAR 3023 Principles of Marketing; MAR 4613 Marketing Research and Consumer Analytics; MAR 4503 Consumer Behavior and MAR4803 Marketing Strategy

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Graduates will be able to write clear, well-organized business reports.
Graduates will be able to deliver effective, well-organized oral presentations.

How students show it

Job tasks in their internships

Where it is assessed

MAR 4946 Marketing Internship

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☒ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Graduates will be able to interpret data to make effective marketing decisions.
Graduates will be able to apply consumer behavior concepts to marketing problems.

How students show it

Role playing, analytics in MAR3023; case study, video case, simulation in MAR 4503; case study in MAR4613; marketing plan in MAR 4803

Where it is assessed

MAR 3023 Principles of Marketing; MAR 4803 Marketing Strategy; MAR 4503 Consumer Behavior and MAR 4613 Marketing Research and Consumer Analytics

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Faculty review exams, a research project, a written marketing plan and simulation assignments across the required marketing courses. Internship employers give feedback on students' use of marketing software. Faculty also review the final report and presentation in the business communication course and use all results to improve the major.

Assessment methods may change over time.