Marketing - Integrating Across Disciplines

Business Sense:
- The program helped me develop my appreciation for lifelong learning and its importance to my professional career advancement.
- I understand basic economics, issues of globalization, and challenges managers face in an increasingly competitive market.

Analytical and Problem Solving Skills:
- I developed my decision-making skills and learned quantitative as well as qualitative methods of problem solving.
- I developed my ability to choose among various courses of action under risk and uncertainty using different perspectives.

Communication Skills:
- I learned to develop and deliver a persuasive presentation, both written and oral.
- I am able to communicate using information technology.
- My interpersonal and collaborative skills have improved (showing empathy, treating others with respect, promoting solidarity and trust).

Professional Skills:
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I learned to plan, organize, prioritize and coordinate tasks and work in a team context.

I developed my leadership skills (ability to foster a vision, clarify objectives, and energize and inspire others).

I am prepared with the necessary skills to be successful in my field.

The program helped me to appreciate the importance of volunteerism and community service.

I am able to assess ethical dimensions and the community impact in decision-making.

Marketing - Ethics and Social Responsibility

- Spring 2013
- Fall 2013
- Spring 2014
- Fall 2014