Graduating Senior Survey: Marketing Trends

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.

Marketing - Analytical and Problem Solving Skills

Analytical and Problem Solving Skills: I developed my decision-making skills and learned quantitative as well as qualitative methods of problem solving.

Marketing - Communication Skills

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).

Marketing - Professional Skills
- 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.