MARKETABLE SKILLS: MARKETING

SKILL SET	MARKETING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Excel	Synthesize and present consumer insights derived from the analysis of large amounts of Point of Sale, syndicated, secondary primary, quantitative and qualitative data from multiple sources.	Create, format, organize and present data, create pivot tables, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas.	MARK4340 Consumer Insights MARK4380 Marketing Research MARK4325 Retail Operations
Microsoft PowerPoint	Create factually correct, persuasive and informative presentations using best practices.	Public speaking and presentation.	MARK3325 Retailing in the 21st Century MARK4360 International Marketing
Microsoft Word	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of writing. This includes business writing such as business plans, market research reports, SWOT analysis reports, promotional and marketing materials, etc...	Business writing and communication.	MARK3311 Principles of Marketing MARK3325 Retailing in the 21st Century MARK4350 Personal Selling MARK4360 International Marketing
Category Management	Category Management is a collaborative continuous process between manufacturers and retailers to manage a product category at retail. The purpose is to optimize shopper satisfaction. The end result is a combination of assortment, price, shelf presentation and promotion which optimizes category performance over time.	Develop critical and analytical thinking skills necessary to generate consumer insights.	MARK3311 Principles of Marketing MARK3325 Retailing in the 21st Century MARK3350 Consumer Behavior MARK4340 Consumer Insights MARK4380 Marketing Research (Category Analyst Certification Preparation)

MARKETABLE SKILLS: MARKETING

SKILL SET	MARKETING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
SAP	Record transactions, process orders and deliveries, and manage inventories.	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	MARK3311 Principles of Marketing (Required for all Marketing majors) MANA3305 Operations Management COSC3311 Management Information Systems (UT Tyler-SAP student acknowledgment award)
Nielsen/IRI	Utilizing state of the industry technology and data from syndicated data providers, consumer surveys and focus groups to critically analyze what types of data are available and when best to use the data to enhance customer facing decision making and generate consumer insights.	Develop critical and analytical thinking skills	MARK3311 Principles of Marketing MARK4340 Consumer Insights MARK4380 Marketing Research
JDA	Create floor and space planning assortments to develop inventory plans which maximize business performance.	Optimize available store/plant/office footprint to maximize performance	MARK4325 Retailing Operations MANA3305 Operations Management
HubSpot	Develop social media marketing content across different platforms	Assist organization in developing digital and social media marketing content	MARK4305 Integrated Marketing Communications (Hub Spot certification)
Weebly	Create website/E-commerce	Website creation	MARK4305 Integrated Marketing Communications MANA4345 E-Commerce

MARKETABLE SKILLS: MARKETING

CORE SKILLS (Across the College)	Marketing – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency And Communication	Excellent grasp of general business and specific marketing concepts; competency in written and oral communication to effectively build relationships with stakeholders.	Requisite knowledge for chosen field, ability to communicate effectively and build relationships.	MANA 3170 Build & Manage Successful Career MANA 3570 Bus Writing & Oral Presentation SPCM 1315 Fund of Speech Communication BBA Core and major
Technical Competence	Microsoft Office Suite SAP Nielsen JDA HubSpot Category Management	Spreadsheets, tables, decision tools Enterprise Resource Planning (ERP) Space and floor planning Create social media content	SOSC 1307 Intro to Info Systems MANA 3305 Operations Management COSC 3333 Management Info Systems MARK3311 Principles of Marketing (UT TYLER-SAP student acknowledgement award) MARK3325 Retailing in the 21st Century MARK3350 Consumer Behavior MARK4340 Consumer Insights MARK4380 Marketing Research (Category Analyst Certification Preparation) MARK4325 Retail Operations MARK4305 Integrated Marketing Communications (Hub Spot certification)
Critical Thinking	Utilizing state of the industry technology and data from syndicated data providers, consumer surveys and focus groups to critically analyze what types of data are available and when best to use the data to enhance customer facing decision making, generate consumer insights and develop marketing plans	Efficient/effective problem solving	MANA 3300 Critical and Analytical Thinking MARK3311 Principles of Marketing MARK3325 Retailing in the 21st Century MARK3350 Consumer Behavior MARK4340 Consumer Insights MARK4350 Personal Selling MARK4380 Marketing Research
Global Awareness	Understand the diversity of peoples and cultures; apply that knowledge to all forms of cross-cultural marketing.	Multicultural/diversity competencies	MANA 3312 International Business MARK4360 International Marketing
Social Responsibility	Understand the role of society and ethics in marketing; apply that knowledge to the phenomenon of social or cause marketing.	Understand the role of society and ethical behavior in business	BLAW 3301 Bus Law & Social Responsibility MANA4395 Strategic Management
Leadership And Teamwork	Actively participate in group activities and collaborate on simple and complex projects. Develop leadership skills in a group setting including listening to colleagues, facilitating the group work and providing encouraging direction to team members.	Understand leadership dynamics and situational leadership	MANA 2300 Leadership MANA 3300 Critical and Analytical Thinking in Business BLAW 4340 Business and Professional Ethics (Leadership Certificate) MARK3325 Retailing in the 21st Century MARK4340 Consumer Insights MARK4360 International Marketing