## MARKETABLE SKILLS: MARKETING

<table>
<thead>
<tr>
<th>SKILL SET</th>
<th>MARKETING-SPECIFIC APPLICATION</th>
<th>GENERAL EMPLOYMENT APPLICATION</th>
<th>HOW DELIVERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Excel</td>
<td>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.</td>
<td>Create, format, organize and present data, create pivot tables, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas.</td>
<td>MARK4340 Consumer Insights&lt;br&gt;MARK4380 Marketing Research&lt;br&gt;MARK4325 Retail Operations</td>
</tr>
<tr>
<td>Microsoft PowerPoint</td>
<td>Create factually correct, persuasive and informative presentations using best practices.</td>
<td>Public speaking and presentation.</td>
<td>MARK3325 Retailing in the 21st Century&lt;br&gt;MARK4360 International Marketing</td>
</tr>
<tr>
<td>Microsoft Word</td>
<td>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...</td>
<td>Business writing and communication.</td>
<td>MARK3311 Principles of Marketing&lt;br&gt;MARK3325 Retailing in the 21st Century&lt;br&gt;MARK4350 Personal Selling&lt;br&gt;MARK4360 International Marketing</td>
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<tr>
<td>Category Management</td>
<td>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.</td>
<td>Develop critical and analytical thinking skills necessary to generate consumer insights.</td>
<td>MARK3311 Principles of Marketing&lt;br&gt;MARK3325 Retailing in the 21st Century&lt;br&gt;MARK3350 Consumer Behavior&lt;br&gt;MARK4340 Consumer Insights&lt;br&gt;MARK4380 Marketing Research&lt;br&gt;(Category Analyst Certification Preparation)</td>
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<td>SAP</td>
<td>Record transactions, process orders and deliveries, and manage inventories.</td>
<td>Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.</td>
<td>MARK3311 Principles of Marketing (Required for all Marketing majors) \ MANA3305 Operations Management \ COSC3311 Management Information Systems (UT Tyler-SAP student acknowledgment award)</td>
</tr>
<tr>
<td>Nielsen/IRI</td>
<td>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.</td>
<td>Develop critical and analytical thinking skills</td>
<td>MARK3311 Principles of Marketing \ MARK4340 Consumer Insights \ MARK4380 Marketing Research</td>
</tr>
<tr>
<td>JDA</td>
<td>Create floor and space planning assortments to develop inventory plans which maximize business performance.</td>
<td>Optimize available store/plan/office footprint to maximize performance</td>
<td>MARK4325 Retailing Operations \ MANA3305 Operations Management</td>
</tr>
<tr>
<td>HubSpot</td>
<td>Develop social media marketing content across different platforms</td>
<td>Assist organization in developing digital and social media marketing content</td>
<td>MARK4305 Integrated Marketing Communications (Hub Spot certification)</td>
</tr>
<tr>
<td>Weebly</td>
<td>Create website/E-commerce</td>
<td>Website creation</td>
<td>MARK4305 Integrated Marketing Communications \ MANA4345 E-Commerce</td>
</tr>
</tbody>
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# MARKETABLE SKILLS: MARKETING

<table>
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<tr>
<th>CORE SKILLS (Across the College)</th>
<th>Marketing – SPECIFIC APPLICATION</th>
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</table>
| 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 |