

## *Marketing Skill Set*

1. To strengthen your ability **to think well**. Businesses expect that a college graduate can think well. At all times you are expected to think clearly, logically, creatively and ethically about business (in general) and marketing (in particular).
2. To strengthen your ability **to make decisions**. Decision-making skills are always in demand in business. Throughout the course you are expected to apply decision-making skills to the analysis and solution of marketing problems.
3. To strengthen your ability **to speak and to write**. Good speaking and writing skills are essential to the career advancement of business people. You will have ample opportunity to practice communicating marketing ideas through presentation of oral and written marketing strategies.
4. To strengthen your ability **to apply your marketing knowledge and skills**. Businesses expect that a marketing college graduate can apply the marketing knowledge and skills learned in college to real situations. Throughout this course you will be applying your marketing knowledge and skills to real organizational situations through in-depth analysis of marketing problems. The project method will strengthen your ability to analyze both the quantitative and qualitative dimensions of a marketing problem. The project method will also give you an understanding of how marketing varies in different organizations and industries.
5. To strengthen your ability **to do research**. Knowing when and how to do research is essential to success in business. Your projects will push you beyond the limits of what you now know. Hence, you must do secondary and/or primary research to increase your knowledge of companies, industries, products and consumers. Such research is essential to being well prepared in this class. There is no excuse for not doing your research.
6. To strengthen your ability **to ask questions**. Good business people learn to ask good questions. Asking good questions hones the mind. It may also help avoid disastrous marketing strategies. In this class, there are two purposes for the questions you are expected to ask. First, by asking questions you improve your personal ability to understand and analyze marketing problems. Second, by asking questions you help strengthen your peers' ability to handle questions.
7. To strengthen your ability **to use business technology effectively**. You should master the essential business technology that will enable you to succeed. In particular, this includes communications and computer technologies.
8. To strengthen your ability **to be passionately persistent**. Success doesn't just happen. It is made by those so passionately persistent that they will not accept failure. Passion is a learned attitude and persistence is a learned behavior. Together they will serve you well in life, in your career and in this class. Learn them now!
9. To strengthen your ability **to work in a team**. Teamwork is essential to the success of businesses. Even one-owner businesses must team with other businesses to succeed. Teamwork will also be essential to your success in this class.
10. To strengthen your ability **to report to a boss**. Virtually every businessperson has a boss and must work hard to meet the expectations of the boss. In marketing, the customer is always our boss. As your professor in this class, I am your boss and I have high expectations!