



## Marketing Mission Statement

The mission of the Marketing AAS program is to provide the necessary skills for students to be successful in a marketing career. We will accomplish this by providing a dynamic learning environment to challenge and develop students' abilities to make effective marketing decisions and provide value to the business community. The program strives to create a customer-focused mindset by demonstrating that marketing success rests on a solid understanding of customer needs and then meeting those needs. Program effectiveness is evaluated based on assessment of the needs of the business community and of student skills. Lifelong learning is stressed as a vital component for career success.

### Educational Goals:

Upon completion of the program students will be able to:

1. Describe how ethics and corporate responsibility affect an organization's success.
2. Explain the importance of soft skills as critical elements of workplace effectiveness.
3. Communicate in written and oral formats appropriate to a business environment.
4. Develop a digital communications plan.
5. Prepare and present an effective marketing plan to a client.

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