The Nathan M. Bisk College of Business values innovation, diversity, ethics and leadership as the cornerstones of a 21st century business education. The undergraduate program in marketing centers on a framework of marketing principles, research techniques, events planning and analysis, and consumer behavior enriched through practical applications, a global perspective, faculty mentors and collaborative teams.

Marketing Curriculum

- Marketing Principles introduces the student to the scope of marketing applications, centering on the understanding of customers' needs and facilitating the exchange of products, services and ideas.

- Consumer Behavior focuses the student to go deeper into the psychological processes that are reflected in cognitions and emotional aspects of the exchange. They explore the beliefs, attitudes and underlying motivations of the customer.

- Marketing Research is the methodology of gathering consumer information and examining its meaning and discovering better ways to satisfy the customer's needs and provide management with information to make better decisions.

- Marketing Analysis and Strategy is the capstone course that pulls it all together in a formalized strategy that enables the refinement of objectives, the facilitation of the five basic strategies (price, product, place, promotion and targeting) and the organization that allows the manager to control, evaluate and implement the marketing plan.

INNOVATION, DIVERSITY, ETHICS AND LEADERSHIP | empowering future entrepreneurial leaders to manage innovation and change

STUDENT BENEFITS

- Hands-on, résumé-building experiences
- Insight into industries and disciplines of interest
- Business networking opportunities
- Global perspective on business and management practices

BUSINESS PARTNERS

- Northrop Grumman
- Clear Channel Outdoor
- Harris Corporation
- Kennedy Space Center
- Melbourne International Airport
Applied Knowledge and Scholarly Inquiry

Writing marketing plans, conducting market research, developing financial acumen, building leadership and teamwork skills, understanding ethical decision making, and other skills through hands-on projects and national competitions within marketing. Examples include:

- Cadillac Case Competition
- America’s Natural Gas Alliance Collegiate Energy Challenge (placed second among 16 universities)
- Honda CRZ Social Marketing Challenge
- Florida National Guard Promotion Challenge

Campus-based research opportunities include:

- Center for Entrepreneurship and New Business Development
  The center has been established to push the boundaries of entrepreneurial education, global innovation and practical research in pursuit of new venture creation, sustainability, social value creation and venture acceleration.

- Center for Ethics and Leadership
  The mission of the center is to promote the practice of ethical behavior and effective leadership by engaging in activities that provide a forum for research, discussion and better understanding of ethics and leadership amongst all stakeholders in society.

Emphasis on Ethics and Leadership

The Nathan M. Bisk College of Business is dedicated to fostering ethical decision making and educating leaders who make thoughtful decisions, set high standards and promote corporate accountability. Key initiatives include:

- Ethics and Leadership Breakfast: At this annual event, business leaders speak about ethical behavior, while students are challenged to think critically about ethical practices from personal, professional and societal perspectives.
- Intercollegiate Case Competition: Undergraduate students tackle business challenges from both practical and professional perspectives.
- Ethics and Leadership Conference: This public forum encourages students to learn from business, community and government leaders.
- Corporate Social Responsibility: Students learn about corporate social responsibility through hands-on class projects and individual service with the perspective of making an impact.

What’s Next?

After graduation, marketing students are prepared to successfully enter the job market or continue into graduate studies. The field complements psychology, engineering, aviation management and many other career paths.

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