Student Skills
Department of Marketing For-Credit Internships

Our marketing students possess a wide variety of marketing/business skills dependent on the courses they take in their marketing curriculum. In general, our students have excellent communication, presentation, and teamwork skills. All of our marketing students have worked on team projects, resulting in professional presentations made both to the class as well as to clients.

Sales/Sales Management/Customer Relationship Management
Excellent communication skills used in the selling process; skills related to recruitment, motivation, and management of a sales force; development of sales compensation plans; an understanding of the importance of customer satisfaction and relationship marketing skills.

Promotion
Development of promotional campaigns using various promotional tools (i.e., sales promotion, digital/social media, advertising, event marketing, public relations, etc.); knowledge of graphic design using tools such as PhotoShop, InDesign, Illustrator, etc.

Digital Marketing
Brand monitoring skills; social media activity planning; interpretation/utilization of website analytics data; website optimization; development of e-mail campaigns and public relations documents.

Marketing Research
Knowledge of depth and focus group interviewing, experimentation, and survey research; application of qualitative/quantitative analyses to solve marketing problems; questionnaire design; validation, editing and coding of data; interpretation and presentation of research findings.

Strategic Marketing
Development of marketing strategy and plans; formulation of marketing strategies to reach specific target markets; application of qualitative/quantitative analyses to solve marketing problems (i.e., breakeven, cost/benefit, margin, MROI, customer lifetime value, etc.)

Want more details? See what our students are learning and doing in their marketing courses.