

**BAKER COLLEGE**  
**Waiver Form - Office Copy**  
**Marketing**  
**Bachelor of Business Administration**

**Acknowledgment Form - Open Enrollment Programs**

***Essential Functions and Technical Requirements***

The essential functions required by the curriculum are in the following areas: motor, sensory, communication, and intellectual (conceptual, integrative, quantitative abilities for problem solving, and the behavioral and social aspects that impact the performance). \* Technical requirements, as distinguished from academic standards, refer to those physical, cognitive, and behavioral abilities required for satisfactory completion of all aspects of the curriculum and the development of professional attributes required by the faculty of all students at graduation. These essential functions and technical requirements are referred to as the "Essential Functions."

These Essential Functions are not conditions of admission to the College or the program. The Essential Functions provide information regarding continued eligibility in this program. A student may be qualified for and admitted to the program, but later be redirected due to a failure to develop and exhibit the Essential Functions. Persons interested in applying for admission to the program should review this information to develop a better understanding of the physical abilities and behavioral characteristics necessary to successfully complete the program.

By initialing each line below, I acknowledge and understand I am expected to possess the following Essential Functions:

- \_\_\_ Cognitive abilities necessary to master relevant content in courses at a level deemed appropriate by the College. These skills may be described as the ability to comprehend, memorize, analyze, and synthesize material in a timely manner. The student must maintain the minimum grade point average (GPA) determined by each program in order to continue with coursework to complete a chosen degree. Students must have a cumulative GPA of at least 2.0 to graduate from any program; however, please note that some programs require a higher GPA in order to continue with coursework.
- \_\_\_ Ability to assess all information. The student must be capable of responsive and empathetic listening to establish rapport in a way that promotes openness on issues of concern and sensitivity to potential cultural differences.
- \_\_\_ Emotional stability to function effectively under stress and to adapt to an environment, which may change rapidly without warning, and/or in unpredictable ways.
- \_\_\_ Ability to master information presented in coursework in the form of lectures, written material, and projected images, and the ability to seek and synthesize information from appropriate and varied sources.
- \_\_\_ Ability to recognize one's own limits, both personally and professionally, as related to one's skill and knowledge.
- \_\_\_ Ability to effectively communicate in English, both verbally and in writing, using accurate and appropriate terminology with classmates, faculty, and individuals of all ages, races, genders, and socioeconomic, and cultural backgrounds.
- \_\_\_ Ability to use computers and related technology.

- \_\_\_ Ability to prioritize, organize, and utilize time management skills.
- \_\_\_ Ability to identify, recognize, maintain, and disseminate accurate information.
- \_\_\_ Ability to correctly interpret, and/or clarify, verbal and written communications.
- \_\_\_ Ability to conduct oneself in a professional manner.
- \_\_\_ Ability to think critically and demonstrate problem-solving skills.
- \_\_\_ Ability to fulfill requirements of productivity and varying workloads.
- \_\_\_ Ability to demonstrate appropriate professional and procedural judgment decisions.
- \_\_\_ Ability to adhere to professional standards and Baker College professional conduct guidelines, policies, and procedures.
- \_\_\_ I have reviewed and acknowledge that I am expected to possess the program-specific Essential Functions located on the Program Information document.

The faculty content expert, program official, clinical coordinator, or employment supervisor is qualified and competent to assess the student's ability to perform the Essential Functions.

\*The College complies with the requirements and spirit of Section 504 of the Rehabilitation Act of 1973 as amended, and the Americans with Disabilities Act of 1990 (ADA), as amended by the Americans with Disabilities Act Amendments Act of 2008 (ADAAA). Therefore, the College will endeavor to make reasonable accommodations for participants with disabilities who are otherwise qualified.

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Student Name (Print)

Student UIN

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Student Signature

Date

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Baker College Representative Signature

Date

Printed: 2015/01/08

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**Marketing**  
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Student UIN

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Student Signature

Date

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Baker College Representative Signature

Date

Printed: 2015/01/08

BAKER COLLEGE  
Program Information  
**Marketing**  
Bachelor of Business Administration

***Campuses: Allen Park, Auburn Hills, Cadillac, Clinton Township, Flint, Muskegon, Owosso, Port Huron.***

### **Program Description**

Marketers provide the link between businesses that have goods and services to sell and customers who want to purchase them. The marketing process involves a variety of activities, including research, strategic planning, product development, sales management, and marketing communications. Students in this program will participate in active learning and demonstrate an understanding of basic business principles using case studies, business simulations; use computer technology and demonstrate communication skills in preparing spreadsheets, writing reports, analyzing business problems, and preparing professional presentations; develop and demonstrate ethical values, a global perspective, and human relations skills through individual and team activities in class and in business situations.

This degree offers a solid background in the concepts of marketing and business. A marketing degree can lead to a career in such areas as marketing management, marketing research, personal selling and sales management, retail merchandising and management, and promotional strategy and management. Students interested in completing the 5 Year MBA Program must apply to the Center of Graduate Studies for acceptance into the program. Students considering this program should contact their Academic Advisor to review program requirements and acceptance criteria. A minimum 3.5 GPA is required.

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### **Accreditation Status**

Baker College has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas. Web address: <http://www.iacbe.org/>.

### **Goals**

#### ***Program Outcomes***

In addition to the business core outcomes, graduates of the program will be expected to demonstrate achievement of the following program outcomes associated with the major:

1. Integrate multiple marketing tools into the decision-making process
2. Formulate sound strategy that supports the mission of the organization
3. Construct rationale and recommend plans of action for given marketing circumstances
4. Distinguish between supply-side and demand-side issues and correlate their impacts on the market
5. Alter current market mixes to best fit a current, pending or hypothesized demand
6. Critique and predict the success of a marketing plan of action

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