

BAKER COLLEGE
Waiver Form - Office Copy
Marketing
Associate of Business Degree

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.

Student Name (Print)

Student UIN

Student Signature

Date

Baker College Representative Signature

Date

Printed: 2015/01/08

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BAKER COLLEGE
Program Information
Marketing
Associate of Business Degree

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

Program Description

At the associate's degree level, the marketing curriculum is designed to introduce students to the various aspects of marketing including identifying and satisfying consumer needs. Students will be provided with a fundamental knowledge of the marketing functions and processes, with emphasis on the Four Ps of the marketing mix, product, price, place and promotion. The study of marketing encompasses a wide range of activities, such as advertising, sales, retailing, wholesaling, warehousing, packaging, and distribution. This program prepares students for a variety of positions in areas such as sales, wholesale distribution, customer service, retailing, advertising, buying, and many others.

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. Understand marketing evolution and interpret consumer/demand principles.
2. Relate the Product Demand Life Cycle with changing consumer demand.
3. Interpret a SWOT and apply its use to marketing analysis.

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