Teaching Marketing

Provide your marketing students with the analytical, technical, and interpersonal skills critical for career success! MBA Research offers a comprehensive system of tools and support designed to help you build an exemplary marketing program—aligning research-based standards, curriculum design, instructional processes, and proof of learning. This system incorporates industry-validated curriculum standards, programs of study, course guides, instructional materials, and technical skill assessments.

As your research partner, we’ll help you:

- Design a Perkins-ready marketing program of study aligned to the National Standards for Business Administration, your school’s priorities, and student needs
- Deliver up-to-date, research-based instruction using a variety of pedagogies and cutting-edge instructional tools
- Provide students with a foundation in business administration as well as more specialized marketing knowledge and skills
- Build your students’ leadership and ethical decision-making skills
- Prepare students to excel in CTSO competitive events
- Motivate and reward students with standards-based micro-credentials tied directly to your program of study
- Document proof of learning with technical skill assessments and industry certifications

Let MBA Research help you build a marketing program that will make you (and your administrators, parents, students, and community) proud! By using MBA Research’s holistic approach to program design, you can be confident that your students are developing the skills and knowledge that business professionals say matter most.

Learn more: www.MBAResearch.org/GoMarketing