

Swot analysis of marketing assignment

[Education](#)



**ASSIGN
BUSTER**

Classroom hours are in the evening Most classes are 2-3 days a week
Average classroom size is 14 Military friendly school Weakness Classes are a
faster pace Classes may Interfere with family life Limited classroom
Interaction time Structure of classes Homework and tests weekly
Opportunities High quality of education Prepares you for leadership roles
Able to attend school and be a family Formulates a better life after service
Makes you competitive amongst peers Threats Competition Economy Jobs
market Age Disabilities During my time at the university, I have come to
realize a few advantages of taking classes during and after my military
service.

Taking one class a month helps in getting back into the school rhythm and
mindset especially after being out of school for over 15 years. It assists in
not being overwhelmed with your studies and it gives you a great
opportunity to concentrate on one class a month while trying to juggle your
family duties. Our families are our priority and attending classes in the
evening hours makes it so much easier to try to balance our class with
whatever commitments we have in the evening and weekends.

Military service can sometimes be a distraction but as long as you manage
your time and personnel at work, you are able to attend your evening
classes 2-3 times a week. Most classes have an one on one time with your
instructor whenever you do not understand an assignment or fail to attend a
session. The ability to contact your instructor via email or on blackboard is a
valuable asset and is crucial with their response time due to the amount of
emails and students available for that period. Another advantage in

attending McCracken University is the ability to work with the military hand in hand o make your college experience a success.

Upon my registration, I provided the front office with all the necessary paperwork and transcripts from my military service and with that my advisor was able to get me registered and get me in the right program that fits my past or current desires. Giving my disabilities, they were able to work with my Vocational Rehabilitation Counselor to ensure that all paperwork and funds were submitted and available. Thus having no control over any of the administration portion. Making it easier for me to concentrate on my transition into college life.

Weakness Unfortunately, I feel there are some weaknesses associated with the university. One may experience the fast pace classes due to time constraints. This could be overwhelming for a student who has difficulty in adjusting to college life. Once you fall behind in your schoolwork, it is only a matter of time before it begins to affect your personal time with your family. Having a class per month not only will be fast pace but you will experience an exam weekly therefore, it can be overwhelming. At McCracken University, you may take classes as they become available for your major.

This is unfair for the college student who has a difficult time transitioning to college life. Mainly, because your core classes, (English, history or math) is not always available and that is where your basic studies will come from therefore, having missed good study habits and techniques. Throughout the fast-paced curriculum, there is also limited interaction time with your classmates in the event you need some assistance or if the instructor is not

available. Opportunities Some of the opportunities for attending McCracken University are that you will civet a high quality of educational experience as outstanding students.

According to Dennis, (2013), the university will guide students in pursuit of academic excellence that will prepare them for leadership roles in society. Once adjusted to college life, you will gain confidence and able to finish the required plan according to your degree. Therefore spending more time with your family and gain the benefits to having a college degree. Working towards a college degree after the military formulates for a better transition to being a civilian. Having completed your degree ND fulfilled a military commitment, you will be equal if not ahead of your peers.

Therefore, being competitive in your career. Threats Some threats associated with McCracken University are that you will be competitive in today's business, human resources and nursing careers once you have completed the required courses while attending this school. Having to put forth an effort and completing a degree all while being a seasoned adult or at an age that will make you competitive in today's economy. Without your degree, you will be unable to pursue any goals that may require a college education.

Your college education will vive you an advantage in the Job market while competing for a Job or assignment. Conclusion McCracken University. I have listed more strengths for the reason I am satisfied with the university and all it stands for. I would love the university to be more versatile towards adults with disabilities and young families. Include more core or basic courses to

assist in transitioning from parent or soldier to student. This would make for better turnover ratio and more personnel that are successful to walk out into this world of competitiveness.

If these suggestions were taken and used, this would most finitely open the door to many people that are timid or intimidated to making that next major step in pursuing their college dream. References Dennis, James M. (2013).

The Mission Statement. Retrieved from McCracken University website:

[http://www. McCracken. Due/offices/president/](http://www.McCracken.Due/offices/president/) Lamb, C. W. Hair, JP,

McDaniel, C. (2013). Marketing. (12th De) Chapter 2, pop-34 The McCracken University Michael Salary McCracken University Jerry Muriel 19 October 2013

This paper I will discuss the SOOT analysis of McCracken University.

It has been said that the time given to achieve a class while at this university is not lengthy and is evolve students within the allotted time and still create a culture of experiences supportive of attending McCracken University after military obligations and raising a Military friendly school Limited classroom interaction time Makes you competitive amongst peers Threats evening hours makes it so much easier to try to balance our class with whatever commitments we have in the evening and weekends.