

# The deans welcome learning technique

[Education](#)



The University of Phoenix is the largest private in the United States with over one million enrolled taking on campus and via the online learning environment. As the pioneering institution in distance learning the school is the best in the world at providing students with a unique learning experience. The Dean's Welcome provides a great outlook the types of learning experience I will encounter during my tenure as a graduate student. The learning technique of utilizing virtual organization is a great way to simulate real world working experiences. There were various concentrations I can pursue within the MBA program. The marketing concentration would provide the greatest value for me.

In today's business environment where consumers have so many options marketing is the business function that can provide differentiation for a company. The marketing field provides the tools needed for companies to expand beyond the domestic marketplace into international waters. In the job marketplace I've notice that there are lots of high paying job positions for people in the field of marketing. In 2008 the average salary of marketing executive was \$175, 000 (Salary, 2009). Marketing is a branch of business administration that allows people to make decision that impact the most important variable of an enterprise which is its total sales. An education in marketing at the graduate level will provide me a career path that involves creativity, working in the field, interpersonal communication, and evaluation of information among many other aspects. It is a concentration that opens up many work opportunities.

An individual pursue an MBA degree must have certain managerial competencies to become an effective leader. The program at UOP online will enable students do develop these skills and competencies that are

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necessary to become a successful manager. The MBA Matrix included in the Dean's Welcome provides an illustration of 24 managerial competencies. A self-evaluation of my personal abilities in relation to this list would reveal that some my strengths are communication skills, global mentality, critically thinking and teamwork. I like to write and communication with people in formal and informal settings. In the business world technical report skills are important they are utilize in our daily activities at work.

Since the start of the convergence era which commenced at the turn of the century globalization has become more important than ever. The internet and the arrival of broadband connections allowed people to transfer data instantly. It is essential to analyze information in order to arrive at educated decisions. Problem-solving requires to critically access the situation by studying the problem, evaluating the risk and opportunities, to determine the alternatives and then choosing the optimal solution. Teamwork is very important in order to achieve the greatest results out of the human resources of a company. I have always like working in team settings. Opening up the lines of communication is very important when working with others in order to increase the performance of the team. Working in teams allows members to develop their leadership abilities.

#### References

Salary. com (2009). Marketing Execs see Executive Talent Shortage, No Salary Gender Gap. Retrieved February 19, 2009 from <http://www.marketingcharts.com/topics/demographics/marketing-execs-see-executive-talent-shortage-no-salary-gender-gap-5503/>

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