



**TOWSON  
UNIVERSITY®**

**COLLEGE OF BUSINESS  
& ECONOMICS**

# KEY MESSAGING FRAMEWORK

## Mission

We create lasting economic and societal impact by:

- Transforming students into business professionals.
- Creating meaningful connections with the business community.
- Advancing research that enhances learning and industry insights.

## Vision

To be a nationally recognized and regionally impactful leader in business education.

## Brand Promise

CBE connects people, ideas and industry — transforming learning into impact through experiential education, applied research and lifelong professional growth.

## Target Audiences

Current | Alumni/business community |  
Prospective students and families | Faculty/staff

## Tone of Voice

Approachable | Professional yet relatable | Confident | Supportive

## Core Values

**Innovation:** Embracing forward-thinking ideas and technology to enhance education and business practices

**Integrity:** Upholding ethical leadership, accountability and professionalism

**Inclusion:** Fostering a welcoming environment for all

**Collaboration:** Building strong industry, community and alumni partnerships

**Excellence:** Striving for the highest standards in student development, research and education

## College of Business & Economics

## Departments

Accounting | Business Analytics & Technology Management | Business Excellence (BUSX) Program | Economics | Finance | Management | Marketing

## Grad Programs

Accounting and Business Advisory Services M.S. | Economic Analytics M.S. | Interactive Marketing Graduate Certificate | Marketing Intelligence M.S. | Project, Program and Portfolio Management Graduate Certificate | Supply Chain Management M.S. | Supply Chain Management Graduate Certificate



## KEY MESSAGES / PILLARS

| Pillar              | REGIONAL IMPACT,<br>NATIONAL RECOGNITION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ESSENTIAL SKILLS FOR<br>CAREER AND LIFE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | EXPERIENTIAL LEARNING<br>POWERED BY SUPPORT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ADVANCING DISCOVERY AND<br>INSPIRING INNOVATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Key Message         | <p>We hold ourselves to the highest attainable education standards, ensuring the greatest impact on students and our region thanks to an intentional marriage of academic rigor and career-readiness.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>We prepare business professionals fluent in technology, strategic thinking and collaboration, who are ready to apply tools and insights that move careers and businesses forward.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>Our students don't just learn business; they do business. Thanks to required internships, close faculty mentorship and holistic support, every student gains the experience and confidence to thrive.</p>                                                                                                                                                                                                                                                                                                                                                                                                       | <p>We advance knowledge that inspires action—connecting teaching, research and practice that prepares students and business leaders to respond to an ever-evolving world of business challenges.</p>                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Supporting Messages | <ul style="list-style-type: none"> <li>• CBE's impressive AACSB accreditation drives innovation and continuous improvement and ensures students are provided with a challenging, real-world curriculum.</li> <li>• Recognition from Poets and Quants and other leading business insiders reflects excellence achieved through a strong foundation of academic rigor.</li> <li>• CBE's comprehensive curriculum responds dynamically to business evolution and industry trends, ensuring students are prepared for what's now and what's next.</li> <li>• We embrace accountability for our mission and our community, ensuring the highest levels of individual, organizational and societal impact.</li> </ul> | <ul style="list-style-type: none"> <li>• We develop business leaders in and out of the classroom by growing valuable and transferrable skills in communication, teamwork and problem-solving.</li> <li>• Built-in access to certifications in Excel, HubSpot, social media analytics and emerging technology provide our students with a competitive advantage and resume edge.</li> <li>• Students learn how to apply technology strategically to real world business challenges beyond simply mastering the tools.</li> <li>• Personal development, emotional intelligence training and financial decision-making are distinct hallmarks of CBE's commitment to developing well-rounded and highly aware business leaders.</li> </ul> | <ul style="list-style-type: none"> <li>• Required and CBE-supported internships ensure every graduate has valuable industry experience and is prepared for success.</li> <li>• Faculty and staff provide individualized guidance, mentorship and support from classroom to career.</li> <li>• Multiple discipline-specific competitions, mock interviews and business case challenges give students an experiential edge with employers.</li> <li>• We foster entrepreneurship, innovation and discovery outside of the classroom as part of business-centered and student-led clubs and organizations.</li> </ul> | <ul style="list-style-type: none"> <li>• Faculty combine scholarship with real-world business expertise bringing the most current and informed insights to the classroom.</li> <li>• Teaching and research are combined to inform practice, helping inspire connections and critical thinking.</li> <li>• Students engage with faculty on business projects, data-driven inquiry and applied research, amplifying experiential learning and knowledge.</li> <li>• We advance interdisciplinary learning through cross-functional business collaborations with thriving businesses and community-based partners.</li> </ul> |