

# **CLUSTERING ATTITUDES TOWARD A MARKETING PROGRAM: A CASE ANALYSIS OF PERCEIVED PROGRAM EMPHASES**

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## **Abstract**

This study develops clusters of attitudes toward a marketing program among graduating marketing seniors. Its purpose is assess the uniqueness of attitudinal clusters as to perceived instructor emphases on skill and marketing knowledge variables. Its rationale is to reveal weaknesses among those with poorer attitudes which, if improved, could lead to attitudinal enhancements. The work further assesses the prospect of sub-optimization, where poorer attitudinal students could be optimized at the expense of the whole. It also develops the implications of parallel theme revelations between weaker and stronger attitudinal clusters in an effort to prevent this occurrence. Overall, the study provides insights into attitudinal enhancements that are devoid of unintended consequences.