

## Do Students Learn Skills at Business Schools?

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Recently, the *Wall Street Journal* published my letter "Are MBAs Really Learning How to Do Things?". It is in full text at the bottom of the first page of <http://jscottarmstrong.com> under "Mass Media Coverage."

You might consider circulating the letter as a basis for discussion at your schools. For example:

1. Would it be useful to develop and publicize lists of skills, principles, and techniques that people should learn if they would like to be effective as marketing managers? Could we begin by collecting lists from ELMARians?
2. Should we use "assessment centers" and independent "certification tests" to determine whether students have developed skills in using techniques and principles (thus freeing faculty from having to grade students)? Do any schools do this now?

As an example of #1, I have prepared a guide for advertising. Please visit <http://advertisingprinciples.com>, and look at

- the "Summary list of advertising principles" under Creating Ads, and
- "Techniques and Concepts for Advertising" under Educational Materials.