

## College of Business Marketing Online Program Matrix

| Marketing Program  |  |  |  |                     |
|--|--|--|--|---------------------|
| College of Business Program Goal   | Program Outcome  | Supporting Course Outcomes   | Performance Activity   | Type                |
| Demonstrate a Christian worldview.   | Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.                                     | Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective. (LBUS 100).                                       | Completion of a written reflections paper with Christian business practices and ethical standards. (LBUS 100). | Internal, formative |
| Demonstrate business knowledge and application.  | Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.                             | Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (LMGT 431). | Completion of the Peregrine Comprehensive Exam (LMGT 431).   | External, summative |
| Demonstrate effective oral communication skills.   | Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication. | Develop the necessary knowledge and skills of successful communication in the business field through oral presentations. (LMGT 341).                                     | Completion of oral presentation of a research project. (LMGT 341).   | Internal, summative |
|  |  | Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (LMGT 431). | Completion of oral presentation of strategic recommendations. (LMGT 431).                                      | Internal, summative |
| Demonstrate effective written communication skills.  | Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.                        | Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (LBUS 499).  | Completion of a business plan for assigned company (LBUS 499).   | Internal, summative |
|  |  | Develop the necessary knowledge and skills of successful communication in the business field through written reports. (LMGT 341).  | Completion of a written business letter (LMGT 341).  | Internal, summative |
| Demonstrate the ability to apply various marketing tools to complete a comprehensive marketing plan. | Apply marketing concepts in an integrated approach for strategic marketing.  | Demonstrate a comprehensive integration of marketing knowledge through a case analysis and the practical application of the various marketing tools (LMKT 455).          | Completion of a situation analysis, STP strategy, and a 4P tactical marketing program (LMKT 455).              | Internal, summative |