

College of Business Marketing 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. (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 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. (MGT 431).	Completion of the Major Field Test (MGT 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. (MGT 341).	Completion of oral presentation of a research project. (MGT 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. (MGT 431).	Completion of oral presentation of strategic recommendations. (MGT 431).	Internal, summative
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Internal, summative
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Internal, summative

<p>Demonstrate effective written communication skills.</p>	<p>Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.</p>	<p>Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).</p>	<p>Completion of a business plan for assigned company (BUS 499).</p>	<p>Internal, summative</p>
		<p>Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).</p>	<p>Completion of a written business letter (MGT 341).</p>	<p>Internal, summative</p>
<p>Demonstrate the ability to apply various marketing tools to complete a comprehensive marketing plan.</p>	<p>Apply marketing concepts in an integrated approach for strategic marketing.</p>	<p>Demonstrate a comprehensive integration of marketing knowledge through a case analysis and the practical application of the various marketing tools (MKT 455).</p>	<p>Completion of a situation analysis, STP strategy, and a 4P tactical marketing program (MKT 455).</p>	<p>Internal, summative</p>