

Marketing Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CHRISTIAN WORLDVIEW OUTCOME #1

BUS KNOWLEDGE AND APPLICATION OUTCOME #2

ORAL COMMUNICATION OUTCOME #3

TEAMWORK OUTCOME #4

WRITTEN COMMUNICATION OUTCOME #5

STRATEGIC MARKETING OUTCOME #6

CORE COURSE REQUIREMENTS							
Course Code	Required/ Elective	Course Name					
ACT 215	R	Financial Accounting	I	I			I
ACT 216	R	Managerial Accounting	I	D			
ACT 320	R	Quantitative Analysis	I	D			D I
BUS 100	R	Introduction to Business	I	I			I
BUS 201	R	Principles of Economics I	I	I			
BUS 202	R	Principles of Economics II	D	D			
BUS 325	R	Business Law I	D	I	D		
BUS 499	R	Senior Paper	D	M	M	M	M M
FIN 338	R	Financial Management	D	D			D D
MGT 130	R	Principles of Management	I	I	I	I	I I
MGT 341	R	Business Communications			D		D
MGT 431	R	Strategic Management	D	M	M	M	M M
MKT 130	R	Principles of Marketing	I	I	I		I I
MKT 333	R	Consumer Behavior	D	D	D	D	D D
MKT 346	R	Selling and Sales Management	D	D	D	D	D D
MKT 361	R	International Marketing	D	D	D	D	D D
MKT 445	R	Marketing Research	D	M	D	D	D D
MKT 447	R	Retail Marketing	D	D	D	D	D D
MKT 451	R	Marketing Internship		M			M
MKT 455	R	Marketing Management	D	M	M	M	M M

Key: Tan shading indicates that assessment takes place in this specific course for that specific outcome.