

MARKETING ONLINE 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

WRITTEN COMMUNICATION OUTCOME #4

STRATEGIC MARKETING OUTCOME #5

CORE COURSE REQUIREMENTS							
Course Code	Required/Elective	Course Name					
LACT 215	R	Financial Accounting	I	I		I	
LACT 216	R	Managerial Accounting	I	D			
LACT 320	R	Quantitative Analysis	I	D		D	I
LBUS 100	R	Introduction to Business	I	I		I	
LBUS 201	R	Principles of Economics I	I	I			
LBUS 202	R	Principles of Economics II	D	D			
LBUS 325	R	Business Law I	D	I	D		
LBUS 326	R	Business Law II	D	D	D		
LBUS 400	R	Senior Seminar	D	M		D	
LBUS 499	R	Senior Paper	D	M	M	M	M
LFIN 244	R	Personal Financial Planning		D		D	
LFIN 338	R	Financial Management	D	D		D	D
LMGT 130	R	Principles of Management	I	I	I	I	I
LMGT 341	R	Business Communications			D	D	
LMGT 431	R	Strategic Management	D	M	M	M	M
LMKT 130	R	Principles of Marketing	I	I	I	I	I
LMKT 333	R	Consumer Behavior	D	D	D	D	D
LMKT 334	R	Integrated Marketing Communication		D		D	D
LMKT 346	R	Selling and Sales Management	D	D	D	D	D
LMKT 350	E	Digital Marketing		D	D		D
LMKT 361	R	International Marketing	D	D	D	D	D
LMKT 445	R	Marketing Research	D	M	D	D	D
LMKT 447	E	Retail Marketing	D	D	D	D	D
LMKT 451	E	Marketing Internship		M		M	
LMKT 455	R	Marketing Management	D	M	M	M	M

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