

Program - Marketing Track (BSBA) - Mapping: Curriculum Mapping

Legend: (1) Introduced, (2) Reinforced, (3) Mastered, (4) Assessed

Learning Outcomes	MKT 210	MKT 312	MKT 320	MKT 360	MKT 315	MKT 330	MKT 340	MKT 350	MKT 351	MKT 357	MKT 362	MKT 370
SLO 1 Basic Principles	1	2	3	2	2	2	2	2	2	3	2	3
SLO 2 Analytics	1	2	2	3					1	2	3	
SLO 3 Analyze and Develop	1	2	3		2	2	2	2	2	3	3	3
SLO 4 Demonstrate	1	2	3		3	2	1	1		2	2	2