

Program - Marketing Track (BS, BA) - 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 - Understand basic marketing principles and be able to apply them in a global context.	1	2	3	2	2	2	2	2	2	3	2	3
SLO 2 Analytics - Utilize analytical research techniques to understand the nature of consumers.	1	2	2	3					1	2	3	
SLO 3 Analyze and Develop - Analyze environmental forces and develop plans to utilize marketing principles in order to solve problems.	1	2	3		2	2	2	2	2	3	3	3
SLO 4 Demonstrate - Demonstrate the added value of social responsibility that comes about when marketing principles are implemented in an ethical manner.	1	2	3		3	2	1	1		2	2	2