

Marketing Curriculum Map

March 1, 2017

Program Learning Objectives	Courses / Learning Opportunities								
	MRKT 201	MRKT 332	MRKT 333	MRKT 334	MRKT 335	DMDA 120	BUSN 360	BUSN 405	BUSN 409
Understand and utilize key marketing terms and concepts.	I	I	D	D	D	D	D	D	M
Analyze components of marketing plans and evaluate various marketing actions to find the most effective based on quality research, customer needs and organization strategies.	I	I	D	D	D	D			M
Create a complete marketing plan in a team setting and communicate it through oral and written communication.	I	I	D	D	D				M
Analyze, compare and contrast how markets holding a Christian worldview approach and do marketing with unique perspectives, values and ethics.	I		D	D	D		D	D	M
Key: I = Introduced, D = Developed, M = Mastered									