

Curriculum Map of Core Courses to Learning Goals - Marketing

Spring 2012

Business Core	Expression of Thoughts Through Oral and Written Communication	Foundation in Application of Marketing Mix Elements	Recognition of Uncontrollable Factors in the Pursuit of Achieving Marketing Goals	Critical Thinking Skills Implemented in Decision-Making
IBM 200-01	I	I		
IBM 320			I	I
IBM 408	D			D
IBM 411		D	D	D
IBM 414	D	D	D	
IBM 421		M, A		M, A

I - Introduction

D - Development

M - Mastery

A - Assessment data collected