Fermanian School of Business - Marketing Major-Specific Curriculum Map

Core Program Learning Outcomes

- 1. Demonstrate gerenal knowledge of theories and practices in the core areas of business.
- 2. Critically analyze and apply business knowledge to solve complex business situations.
- 3. Demonstrate effective business communication through both written and verbal means.
- 4. Formulate decisions informed by ethical attitudes and values.
- 5. Students will collaborate effectively in teams.

Marketing Major-Specific Program Learning Outcomes

- G1. Demonstrate in-depth knowledge of marketing theory and concepts.
- G2. Apply marketing research skills to inform marketing decision making.
- G3. Develop, analyze, and evaluate strategic and tactical marketing plans and programs, and assess marketing performance.

MARKETING		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO G1	PLO G2	PLO G3
Course	Course Title								
General Education Courses				I	I	I			
CORE BUSINESS COURSES									
BUS 100	Introduction to Business	1		I	I	1	1		
ECO 101	Principles of Macroeconomics	I,D	I,D	I	I,D				
ECO 102	Principles of Microeconomics	I,D	I,D	I	I,D				
ACC 201	Principles of Financial Accounting	I,D	I,D		I,D	ı			
ACC 202	Principles of Managerial Accounting	I,D	I,D		I,D	ı			
BUS 201	Legal Enviornment of Business	I,D	I,D	I	I,D				
MGT 212	Principles of Management	I,D	I,D	I	I,D	I,D			
MTH 153/MTH 173	Business Math/Business Calculus	I,D	I,D						
MTH 203	Introduction to Statistics	I,D	I,D						
BUS 313	Administrative Communication	D		D	D	D			
FIN 335	Business Finance	D	D		D	D			
MKT 332	Principles of Marketing	D	D	D	D	D	D	I,D	I,D
BUS 480	International Business	D	D	D	D	D	D		

BUS 489/ACC 489	Internship in Business/Internship in Accounting	D, M	D	М	D	D, M			
MGT 488	Strategic Management	М	М	М	М	М			
MAJOR SPECIFIC REQUIREMENTS									
MKT 333	Consumer and Organizational Buying Behavior						М	D	D
MKT 336	Integrated Marketing Communications						М		D
MKT 334	Professional Selling and Sales Management						М		D
MKT 350	Social Media and Digital Marketing						М		D
MKT 432	Marketing Research						М	М	D
MKT 460	Marketing Strategy						М		М