

Fermanian School of Business - Marketing Major-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general 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 values.
5. Collaborate effectively in teams.

Marketing Major-Specific Program Learning Outcomes

- G1. Exhibit an in-depth knowledge of marketing theory and concepts.
- G2. Evaluate a marketing strategy considering marketing knowledge and concepts.

MARKETING		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO G1	PLO G2
Course	Course Title							
General Education Courses				I	I	I		
CORE BUSINESS COURSES								
BUS 1000	Introduction to Business	I		I	I	I	I	
ECO 1001	Principles of Macroeconomics	I,D	I,D		I,D			
ECO 1002	Principles of Microeconomics	I,D	I,D	I	I,D			
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D			
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D			
BUS 2001	Legal Environment of Business	I,D	I,D		I,D			
MGT 2012	Principles of Management	I,D	I,D	D	I,D	I,D		
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D		
MTH 2003	Introduction to Statistics	I,D	I,D					
BUS 3010	Data Driven Decision Making	D	D	D	D			
BUS 3013	Administrative Communication			D	D	D		
FIN 3035	Business Finance	D	D		D	D	D	I,D
BUS 4080	International Business	D	D	D	D	D		
BUS 4089/ACC 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D		
MGT 4088	Strategic Management	M	M	M	M	M		
MAJOR SPECIFIC REQUIREMENTS								
MKT 3033	Consumer and Organizational Buying Behavior	D	D	D	D		D, M	D
MKT 3036	Integrated Marketing and Sales Communications	D	D	D	D		M	D
MKT 3050	Digital Marketing Essentials	D	D				M	
MKT 4032	Marketing Research and Analytics	D	D				M	D
MKT 4050	Digital Marketing Content	D	D	D		D	M	D, M
MKT 4060	Marketing Strategy	D	D	D	D		M	D, M