

## BSOB Marketing Major Curriculum Map – Where Objectives are Met: *Where it is Taught*

Program GOAL 1	Learning OBJECTIVES	Marketing Major Core Curriculum				
		MK301	MK302	MK309	MK402	MK495
Evidence <i>functional skills</i> in marketing	<i>Our students will have...</i>					
	1. <b>knowledge</b> of primary marketing content areas (e.g., marketing environment, segmentation, targeting, positioning, socially responsible marketing)					
	2. skills necessary to <b>identify and solve</b> common problems in marketing					
	3. ability to <b>identify and articulate</b> more complex marketing problems associated with both for-profit corporations and non-profit organizations					
	4. ability to <b>recognize</b> limitations of suggested solutions and deal with ambiguity that surrounds most marketing situations					
	5. ability to <b>identify and analyze</b> marketplace needs					
	6. ability to <b>recognize</b> organizational resources that can fulfill marketplace needs					
	7. ability to <b>develop marketing strategy</b> to effectively connect organizational resources to marketplace needs					
Program GOAL 2	Learning OBJECTIVES	Marketing Major Core Curriculum				
		MK301	MK302	MK309	MK402	MK495
Ability to design and innovate <i>sustainable marketing solutions</i> (social, economic, environmental) in complex marketplaces	<i>Our students will have...</i>					
	1. <b>knowledge</b> of primary <u>sustainable marketing</u> frameworks (TBL) applied to content areas (e.g., marketing environment, segmentation, targeting, positioning, socially responsible marketing)					
	2. skills necessary to <b>identify and solve</b> common problems in <u>sustainable marketing</u>					

	3. ability to <b>identify and articulate</b> more complex <u>sustainable marketing</u> problems associated with both for-profit corporations and non-profit organizations					
	4. ability to <b>recognize limitations</b> of suggested solutions and deal with ambiguity that surrounds most <u>sustainable marketing</u> situations					
	5. ability to <b>identify and analyze</b> <u>sustainable marketing</u>					
	6. ability to <b>recognize</b> organizational resources that can <u>sustainable marketing</u> requirements					
	7. ability to <b>develop</b> a <u>sustainable marketing</u> strategy to effectively connect organizational resources to marketplace needs					
<b>Program GOAL 3</b>	<b>Learning OBJECTIVES</b>	<b>Marketing Major Core Curriculum</b>				
		<b>MK301</b>	<b>MK302</b>	<b>MK309</b>	<b>MK402</b>	<b>MK495</b>
Ability to <i>ethically</i> address complex marketing issues	<i>Our students will have...</i>					
	1. <b>knowledge</b> of <u>ethical issues</u> primary marketing content areas (e.g., marketing environment, segmentation, targeting, positioning, socially responsible marketing)					
	2. skills necessary to <b>identify and solve</b> common problems in <u>marketing ethics</u>					
	3. ability to <b>identify and articulate</b> more complex <u>marketing ethics</u> problems associated with both for-profit corporations and non-profit organizations					
	4. ability to <b>recognize limitations</b> of suggested solutions and deal with ambiguity that surrounds most <u>marketing ethics</u> situations					
	5. ability to <b>identify and analyze</b> <u>ethical implications</u> of marketing decisions					
	6. ability to <b>recognize</b> <u>organizational ethical issues</u> that impact marketing ethics					
	7. ability to <b>develop marketing strategies</b> to <u>ethically connect</u> organizational resources to marketplace needs					