

Marketing Management Curriculum Map a/o Fall 2013

Courses and Activities Mapped to Marketing Outcomes a/o Fall 2013

1.0 Marketing Research. The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.				2.0 Buyer Behavior. Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.			3.0 Strategic Marketing Management. The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations	
1.1 Marketing research concepts and analytical skills. Students are able to demonstrate a working knowledge of various concepts in marketing research and correct application of appropriate analytical skills.	1.2 Develop request for marketing research proposal. Students are able to identify business problems or opportunities to develop measureable research problems relevant to decision making in marketing.	1.3 Develop measurement tools to collect marketing data. Students are able to develop measurement tools to collect data related to marketing problems.	1.4 Analyze, interpret, and present research findings. Students are able to analyze, interpret, and present research findings.	2.1 External influences on buyer behavior. Students will demonstrate an understanding and proper application of common terminology and concepts related to external influences on buyer behavior.	2.2 Internal influences on buyer behavior Students will demonstrate an understanding and proper application of common terminology and concepts related to internal influences on buyer behavior.	2.3 Self-concept and lifestyle influences on buyer behavior. Students will demonstrate an understanding and proper application of common terminology and concepts related to self-concept and lifestyle influences on buyer behavior.	3.1 Current strategic marketing management concepts. Students will be able to demonstrate knowledge of current strategic marketing management concepts.	3.2 Applied marketing management problem solving. Students will be able to solve marketing management problems by applying the appropriate decision-making processes, tools, and technology.

Required Courses								
MKTG 332 Buyer Behavior					R	R	R	
MKTG 338 Marketing Research	R	R	R	R				
MKTG 448 Marketing Management	P	P		P	P	P	R	R
Elective Courses								


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MKTG 310 Marketing for Non-Profit & Service								I	
MKTG 312 Motorsports Marketing		I	I	I	I	I		P	P
MKTG 333 Product and Pricing Strategy	I	R	P	P				P	
MKTG 334 Promotional Strategy					I	I	I	P	
MKT 344 Professional Selling				P	P	I			
MKT 347 Principles of Retailing		I	I	I	I			P	P
MKT 353 Marketing Channel Structure/Strategy		I	I	I	I			P	P

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MKT 414 International Marketing	I	I	I	I	I			P	P
MKTG 439 Marketing Internship								P	P
MKTG 443 Business to Business Marketing		I	I	I	I	I		P	P
MKTG 444 Salesforce Management	I	I		P	I				P
MKTG 445 Business Negotiations				P	I				P
MKTG 449 Individual Study								P	P
MKTG 475 Seminar in Marketing Topics								P	P

Legend: I Introduced P Practiced R Reinforced

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Previous Marketing Management Curriculum Map

Courses and Activities Mapped to Previous Marketing Management Outcome Set

	Objective 1: Competencies in Marketing Management Students will demonstrate various competencies in Marketing.			
	Outcome MM1: Marketing Mix Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.	Outcome MM2: Marketing Research Knowledge of marketing research applied by collecting and analyzing market information.	Outcome MM3: Buyer behavior Understanding the impact of buyer behavior on the marketing function.	Outcome MM4: Integration of marketing concepts Integration of marketing concepts with company strategy and other business functions.
Required courses				
BUS 361 Principles of Marketing (UG-Core course)	I	I	I	I
Mktg 332 Buyer Behavior	P		R	
Mktg 338 Research	P	R		
Mktg 448 Marketing Strategy	P			R

Legend: I Introduced P Practiced R Reinforced

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