

Marketing Curriculum Map

		Introductory Coverage	Reinforcement	Mastery
<p>Goal 6: Comprehensive Knowledge in the Discipline: Integration Our marketing students will apply a systematic approach and operate cross-functionally.</p>	<p>Outcome 1: Our marketing students will be able to integratively apply consumer behavior, marketing communication, and market research concepts in developing a marketing plan.</p>	<p>MKTG 290</p>	<p>MKTG 310 MKTG 320 MKTG 330</p>	<p>MKTG 430</p>
<p>Goal 7: Specialized Knowledge in the Discipline</p>	<p>Outcome 1: Students will apply the specific knowledge gained in marketing elective coursework in the development of a marketing plan.</p>		<p>MKTG 350 MKTG 360 MKTG 370 MKTG 390</p>	<p>MKTG 415 MKTG 420 MKTG 440 MKTG 490</p>