

Curriculum Map: Marketing



I = Introduced
M = Mastered

| | Ethical Reasoning | Critical Thinking | Problem Solving | Information Literacy | Written Communication | Oral Communication |
|----------------|-------------------|-------------------|-----------------|----------------------|-----------------------|--------------------|
| MKT 130 | I | I | | I | I | I |
| MKT 333 | | | I | | | |
| MKT 361 | | | I | | | |
| MGT 341 | | | | | | M |
| MGT 431 | M | M | M | M | M | M |
| MGT 431 | M | M | M | M | M | M |
| MKT 455 | M | M | M | | M | |