

CURRICULUM MAP – CERTIFICATE MANAGEMENT: MARKETING

| Program Name:<br>Certificate Management:<br>Marketing | Outcome   | BUS 113<br>Business Communications  | ECO 201<br>Macroeconomic Principles   | ECO 202<br>Microeconomic Principles   | IST 102<br>Introduction to Information Technology     | MGT 103<br>Principles of Management                                  | MGT 104<br>Marketing   |
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| Program Outcome #1                                    | Develop an understanding of the terminology and concepts of management                      |   | Use economic terminology, concepts and theories to analyze “real world” scenarios and current events                      | Use economic terminology, concepts and theories to analyze “real world” situations  |   | Use basic business and management technology                         | Use basic marketing terminology                                    |
| Program Outcome #2                                    | Develop a broad understanding of the role of various components of business                 |   | Describe and critique the role of government in a market economy  | Describe and critique the role of government in a market economy  |   | Understand the role of management and its impact upon the economy    | Understand the role of marketing in the economy                    |
| Program Outcome #3                                    | Develop critical thinking skills for various management situations experienced as a manager | Utilize and sharpen communication skills for presentations in various formats | Explain how the concepts of scarcity, incentives, opportunity cost, and marginal analysis affect economic decision making | Explain how the concepts of scarcity, incentives, opportunity cost, and marginal analysis affect economic decision making | Critically evaluate data through technology resources | Understand the various types of decisions faced by business managers | Understand the various types of decisions faced by marketers today |

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| Program Outcome #4 | Understand how current issues have the potential for impacting current management practices  | Function in both individual and team environments | Use economic terminology, concepts, and theories to analyze “real world” scenarios and current events  | Use economic terminology, concepts, and theories to analyze “real world” scenarios and current events |  | Describe current issues in business and use course concepts to analyze them | Describe current issues concerning marketing and use course concepts to analyze them |
| Program Outcome #5 | Develop an understanding of the various processes and responsibilities of management and their application in today’s business environment |   | Understand the three major macroeconomic goals (economic growth, high employment, low inflation) in order to describe why they are important and how they are measured |   |  | Understand the various types of decisions faced by business managers        | Describe different structures and forms of marketing                                 |
| Program Outcome #6 | Describe the importance and need for ethical behavior across courses in the management program   |   |  |   |  | Describe ethical implications of managerial policy                          | Describe ethical implications in relation to marketing                               |

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| Program Outcome #7 | Develop an understanding of the importance of personal interaction skills to the management process                         | Produce effective business messages through a variety of mediums |   | Compare, contrast and select appropriate technology to enhance personal and professional tasks |  | Understand the importance of the management on the employee                 |  |
| Program Outcome #8 | Understand how marketing and management need to interact to be successful   |  |   |  |  |   | Understand the importance and impact that marketing has on the economy |
| Program Outcome #9 | Provide an understanding of the impacts of current social issues, diversity, and globalization on the process of management |  | Explain the importance of long run economic growth, and the factors that contribute to growth |  |  | Describe current issues in business and use course concepts to analyze them | Explore the growing presence of marketing on the internet              |