

## Marketing Curriculum Map

Learning Goals	Boler Core	Marketing Required Classes					2022-2023	2023-2024	2024-2025	2025-2026
	MK301	MK302	MK309	MK381	MK402	MK495				
A command of skills necessary to identify and solve problems in primary marketing content areas, such as the marketing environment, segmentation, targeting and positioning, the marketing mix, conscious marketing, etc.	I	R	R	R	R	M		MK302 Spring		
The ability to identify, collect, and analyze market and consumer data in the big data era; apply data-driven decisions to develop effective marketing strategies.				I	M				MK402 Fall	
The ability to effectively utilize digital platforms and tools to assess and enhance marketing strategies in both online and offline marketing environments.			I	M			MK309 Spring			
The ability to incorporate ethics and social responsibility to navigate the complexities of marketing problems in the dynamic marketing environments of both for-profit firms and social enterprises.	I	R	R	R	R	M				MK495 Spring

I indicates which courses introduce each goal, R for reinforce, and M to show when students should have mastered the goal