

**ADVANCED OUTCOMES IN THE MAJOR AREA
DISCIPLINE: BUSINESS AND MANAGEMENT**

MAJOR: MARKETING MANAGEMENT

Discipline Outcomes	Advanced Level Abilities	
	Primary Focus	Related Focus
1. CRITICAL THINKING/COMMUNICATING: Uses marketing management models and theories to analyze global opportunities and the interdependence among systems, organizations, individuals and events.	Analysis, 5 Analysis, 6	Communication, 5 Communication, 6 Developing a Global Perspective, 5
2. ENTERPRISING/PROBLEM SOLVING: Applies marketing and management principles to develop and deliver quality products or services.	Problem Solving, 5 Problem Solving, 6	Effective Citizenship, 5 Developing a Global Perspective, 5
3. INTERACTING/LEADING: Uses team and organizational skills to work effectively with diverse individuals, teams and organizational units to meet stakeholder and organizational needs.	Social Interaction, 5 Social Interaction, 6	Effective Citizenship, 5 Valuing, 5

Advanced Level Courses Required for the Major (taken collectively this set of courses in various combinations contributes to the achievement of the outcomes of the major):

Required

Elective

MGT 300 Marketing Principles and Management MGT 310 Finance AC 400 Management External Assessment MGT 400 Small Business Management MGT 410 Business Policy & Strategy MGT 412 Business Practicum MGT 483 Advanced Internship Seminar MKT 360 Marketing Research MKT 361 Customer Relationship Management MKT 362 Integrated Marketing Communications MKT 363 Marketing Technology and Strategy Implementation MKT 364 Global Marketing	One 3-semester hour management elective.
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Advanced Ability Units Required for the Major:

All majors are required to demonstrate levels 5 and 6 of Social Interaction, Analysis, and Problem Solving.

Advanced Courses	Analysis		Problem Solving		Social Interaction	
	5	6	5	6	5	6
MGT 300	X		X		X	
MGT 310	X		X			
MGT 400	X	X	X	X		
MGT 410	X	X	X	X	X	X
MGT 412	X	X	X	X	X	X
MGT 483	X	X	X	X	X	X
MGT 360	X	X	X	X	X	X
MGT 361	X	X	X	X	X	X
MGT 362	X	X	X	X	X	X
MGT 363	X	X	X	X	X	X
MKT 364	X	X	X	X	X	X