

Bachelor of Commerce Marketing Major Curriculum Map

Learning Competencies	Program Learning Outcomes	Activity Code	ACCT 1101	ECON 1101	MGMT 1135	MKTG 1203	MKTG 1204	MKTG 2301	MKTG 2238	MKTG 2305	MKTG 3306
1. DISCIPLINE KNOWLEDGE	1.0 Critically apply a broad and coherent knowledge of foundational marketing theories, concepts, practical principles and processes.	TLAs	-	-	-	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓
		Assessment	-	-	-	++	+	++	++	++	++
2. CRITICAL THINKING AND RESEARCH SKILLS	2.1 Obtain, analyse and interpret data relevant to making evidence-based decisions for routine marketing tasks in straightforward contexts.	TLAs	-	-	-	✓	✓	✓✓	✓✓	✓✓	✓✓
		Assessment	-	-	-	-	+	++	++	++	++
	2.2 Exercise judgement to recommend appropriate solutions for routine marketing tasks in straightforward contexts.	TLAs	-	-	-	✓	✓	✓✓	✓	✓✓	✓✓
		Assessment	-	-	-	-	-	++	+	++	++
3. COMMUNICATION SKILLS	3.1 Demonstrate the ability to produce clear and concise written communication in straightforward marketing contexts to a variety of audiences.	TLAs	-	-	-	✓✓	✓✓	✓	✓✓	✓✓	✓✓
		Assessment	-	-	-	++	++	+	++	++	++
	3.2 Demonstrate the ability to give oral presentations of straightforward marketing ideas that are clear and coherent to a variety of audiences.	TLAs	-	-	-	✓	-	✓	-	✓	✓✓
		Assessment	-	-	-	-	-	+	-	+	++

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4. TEAMWORK SKILLS	4.0 Develop competencies to work effectively in teams.	TLAs	✓✓	✓	✓	✓	-	✓	✓	✓	✓✓
		Assessment	++	+	+	-	-	+	+	+	++
5. REFLECTIVE SKILLS	5.0 Reflect on performance feedback to identify and action learning opportunities and self-improvements.	TLAs	✓	-	-	-	✓	-	-	✓	✓✓
		Assessment	+	-	-	-	+	-	-	+	++
6. ETHICAL AND CULTURAL AWARENESS	6.0 Recognise, understand and respond appropriately to ethical, cultural, social and sustainability issues.	TLAs	✓	✓✓	✓	✓	✓	✓	✓	✓	✓✓
		Assessment	+	++	-	+	+	+	+	+	++

Code for teaching and learning activities (TLAs):

- **Not covered**- objective not covered or only barely covered
- ✓ **Some coverage**- objective is addressed to some extent
- ✓✓ **Strong coverage**-TLAs designed to promote deep learning of objective

Code for assessment:

- **Not assessed**
- + **Some assessment**
- ++ **Strong**