

## Bachelor of Commerce Marketing Major Curriculum Map

May 2019

Program Goals	Program Learning Outcomes	Activity Code	ACCT 1101	ECON 1101	MGMT 1135	MKTG 1203	MKTG 1204	MKTG 2301	MKTG 2238	MKTG 2305	MKTG 3306
1. STUDENTS WILL HAVE DISCIPLINE SPECIFIC KNOWLEDGE AND UNDERSTANDING	1.0 Critically apply a broad and coherent knowledge of foundational marketing theories, concepts, practical principles and processes	TLAs	-	-	-	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓
		Assessment	-	-	-	++	+	++	++	++	++
2. STUDENTS WILL HAVE THE REQUIRED COGNITIVE, TECHNICAL AND RESEARCH SKILLS FOR LIFELONG LEARNING	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. STUDENTS WILL BE EFFECTIVE COMMUNICATORS	3.1 Demonstrate the ability to produce clear and concise written communication in straightforward marketing contexts to a variety of audiences	TLAs	-	-	-	✓✓	✓✓	✓	✓✓	✓✓	✓✓
		Assessment	-	-	-	++	++	+	++	++	++

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	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	-	-	-	-	-	+	-	+	++
4. STUDENTS WILL BE EFFECTIVE TEAM MEMBERS	4.0 Develop competencies to work effectively in teams	TLAs	✓✓	✓	✓	✓	-	✓	✓	✓	✓✓
		Assessment	++	+	+	-	-	+	+	+	++
5. STUDENTS WILL BE REFLECTIVE LEARNERS	5.0 Reflect on performance feedback to identify and action learning opportunities and self-improvements.	TLAs	✓	-	-	-	✓	-	-	✓	✓✓
		Assessment	+	-	-	-	+	-	-	+	++
6. STUDENTS WILL DEMONSTRATE AN AWARENESS OF ETHICAL, CULTURAL, SOCIAL AND SUSTAINABILITY ISSUES	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
- ✓ **Some coverage**- objective is addressed to some
- ✓✓ **Strong coverage**-TLAs designed to promote deep

Code for assessment:

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