

## Master of Marketing Curriculum Map

Learning Competencies	Program Learning Outcomes	Activity Code	MKTG 5406	MKTG 5408	MKTG 5462	MKTG 5463	MKTG 5465	MKTG 5501	MKTG 5502	MGMT 5506
1. DISCIPLINE KNOWLEDGE	1.0 Demonstrate the ability to apply a broad, coherent and in-depth knowledge of foundational and contemporary 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 in emerging or new marketing tasks in complex contexts.	TLAs	✓✓	✓✓	✓✓	✓	✓✓	✓✓	✓	-
		Assessment	+	++	++	++	++	++	+	-
	2.2 Exercise judgement to recommend appropriate solutions for emerging or new marketing tasks in complex contexts.	TLAs	✓✓	✓✓	✓✓	✓✓	✓	✓	✓✓	-
		Assessment	+	++	++	+	++	+	++	-
3.COMMUNICATION SKILLS	3.1 Demonstrate the ability to produce clear and concise written communication in a complex marketing context to specialists and non-specialists.	TLAs	✓	✓	✓✓	✓✓	✓✓	✓	✓✓	✓
		Assessment	+	+	++	++	++	+	++	+
	3.2 Demonstrate the ability to give oral presentations that are clear and coherent to specialists and non-specialists.	TLAs	✓✓	-	-	✓	✓	-	✓	✓✓
		Assessment	++	-	+	++	++	-	-	++

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4. TEAMWORK SKILLS	4.0 Develop competencies to work effectively in diverse 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 for specialised marketing tasks.	TLAs	✓	-	✓	-	-	✓	✓	✓✓
		Assessment	-	-	+	-	-	-	+	++

Code for teaching and learning activities (TLAs):

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

Code for assessment:

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