

MATRIX OF Marketing PROGRAM EDUCATION GOALS AND COURSE OBJECTIVES

Educational Goals	MKT 126	MKT 226	MKT 227	MKT 228	MKT 229	MKT 231	MKT 242	MKT 243	MKT 265	MGMT 102	MGMT 213	MGMT 214	MGMT 240	BUS 101
Describe how ethics and corporate responsibility affect an organization's success.	I	R	R		R	R	E	E		R	R	R	E	I
Explain the value of operating with a win-win mindset to serve the needs of the individual, the organization, its employees and its customers.	I	R	R	R	R		R	R	R		E	E		I
Communicate in written and oral formats appropriate to a business environment.	I	R	R	R	E	E	E	E	R		E	E	E	I
Prepare and present an integrated marketing communications plan to a client.	I	E	E		E	E	E	E						I

Submitted by: Sue Taylor
Division: Business
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Status: Accepted