

EXHIBIT
KNOWLEDGE BASE FOR MARKETING UNDERGRADUATES

CORE KNOWLEDGE BASES	MARKETING CURRICULUM
Markets <ol style="list-style-type: none"> 1. Consumer Markets 2. Organizational Markets 3. Segmenting Markets 4. Global Markets 5. Markets & Public Policy 6. Markets & Ethics 7. Market Potential 8. Market Orientation 9. Market Evolution 10. Alternatives to Markets 	<p style="text-align: center;">Base Knowledge Level Developed in Marketing 361</p> <p style="text-align: center;">Advanced Knowledge Developed in Electives and Marketing 450 & 471</p>
Marketing Planning & Decision Making <ol style="list-style-type: none"> 1. The Marketing Planning Process 2. Product Decisions 3. Price Decisions 4. Place Decisions 5. Promotion Decisions 	<p style="text-align: center;">Base Knowledge Level Developed in Marketing 361</p> <p style="text-align: center;">Advanced Knowledge Developed in Electives and Marketing 471</p>
Customer Behavior <ol style="list-style-type: none"> 1. Decision Processes 2. Satisfaction 3. Organizational Processes 4. Social & Cultural Influences 5. Economic Influences 6. Psychological Influences 	<p style="text-align: center;">Base Knowledge Level Developed in Marketing 361</p> <p style="text-align: center;">Advanced Knowledge Developed in Marketing 450</p>
Marketing Research <ol style="list-style-type: none"> 1. Univariate Statistics 2. Focus Groups 3. Depth Interviews 4. Secondary Data Analysis 5. Observational Methods 6. Scale Construction and Survey Research 7. Ethics in Research 	<p style="text-align: center;">Base Knowledge Developed in MGMT 276 (Statistics) and Marketing 376</p> <p style="text-align: center;">Advanced Knowledge Developed in Marketing 440</p>
Marketing Metrics & Performance <ol style="list-style-type: none"> 1. Marketing Audit 2. Marketing ROI 3. Margins & Break-even 4. CRM 5. Balanced Scorecard 6. Marketing Control 7. Financial Analysis re: marketing 	<p style="text-align: center;">Base Knowledge Level Developed in Marketing 361</p> <p style="text-align: center;">Advanced Knowledge Developed in Marketing 376 and Marketing 471</p>

EXHIBIT

Curriculum Linked to Program Outcomes

	Life	Events	Com	Create	Critical	Ethical	Global	Info	Integrate	Math
REQ										
361		P				P	S	S		
376					S			P	S	P
440			P		S			P	S	
450		P	S		S	P				
471			S			S			P	P
ELEC										
400							S	S	P	P
421		P	S	S					P	
425			P	P		S	S			
428			P			S			S	
452		S	S	P				P		
454			P		P	S				S
456		S			P		P	S		
459				P	P		S		S	
470			S		P	P		S		
Intern	S		P		S				P	
AMA	P	P				S	S			
AAF	P	P				S	S			
Conf	P	P				S	S			

Notation: P=primary; S=secondary.

This Exhibit provides an initial recommendation related to how each course should be responsible for primary and secondary outcomes. In addition, the role of the voluntary activities such as an internship, AMA and AAF Collegiate Chapters memberships, and the *Annual Thinking Forward Conference* in fostering these programmatic outcomes is also included. Instilling students to pursue life-long learning is perhaps the most difficult outcome to tie to particular courses. In fact, our overall success at instilling this attitude will be related to how each individual faculty member (and the faculty as a whole) is passionate about teaching and can communicate the excitement they have for learning in their students.