


Program IAP Curriculum Maps

As of 05/2010

Program: Business: Marketing				
<div>Program Goals</div> <div><i>A goal of this program is to...</i></div> <div></div>	...prepare students to use various market research techniques.	Introduce student to advertising techniques.	Prepare students to understand the need for developing a marketing plan.	Expose students to the use of technology/computers to help find solution to common business applications.
<div>IAP Curriculum Map</div>	<div>Place a letter in the appropriate box where the program goal is Introduced, Applied, and/or Proficient</div> <div>I = Introduced; program goal is introduced</div> <div>A = Applied; provide practice opportunities for the goal</div> <div>P = Proficient; develop proficiency of the goal.</div> <div>Some courses may have two letters (I/A or A/P)</div> <div>Not all courses will list a letter</div>			
BU 111	I			
BU 114				
EN 111				
FS 100				
IS 111				P
BU 115				
BU 141	I/A		I/A	
EN 112				
BU 142	A/P	I		
BU 225				
BU 232				
MA 127	I			
SS 185				
BU 112				
BU 143	I	A/P	I	I
BU 245	A/P			
Information Science elective				
Science elective				
Physical Ed Activity x 2				
Liberal Arts Elective				
Social Science elective				
Business elective				
Social Science elective				