

Report Title: Planning 005: Detailed Report on Curriculum Maps

Curriculum Map	AS Marketing			
Course Number	Demonstrate knowledge of Marketing's basics and theories to position students for admission to a 4-year college Marketing Program.	Demonstrate the ability to define, describe, and explain the 4 elements of the marketing mix.	Identify, describe or explain the relationship of Marketing to overall Macro and Micro Economics.	Demonstrate the ability to understand basic Accounting concepts appropriate for reading financial statements for Marketing applications.
ACC-110	Level: Not Applicable	Level: Not Applicable	Level: Not Applicable	Level: Introduced
	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable
	Measure:	Measure:	Measure:	Measure: Comprehensive multiple choice examination questions/Exercises and problem
ACC-210	Level: Not Applicable	Level: Not Applicable	Level: Not Applicable	Level: Introduced
	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable
	Measure:	Measure:	Measure:	Measure: Comprehensive multiple choice examination questions/Exercises and problem
BUS-101	Level: Introduced	Level: Introduced	Level: Not Applicable	Level: Not Applicable
	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable
	Measure: Quizzes, tests, and exercises	Measure: Quizzes, tests, and exercises	Measure:	Measure:
BUS-201	Level: Reinforced	Level: Reinforced	Level: Not Applicable	Level: Not Applicable
	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable
	Measure: Quizzes, tests, projects, and exercises	Measure: Quizzes, tests, projects, and exercises	Measure:	Measure:
ECO-101	Level: Not Applicable	Level: Not Applicable	Level: Introduced	Level: Not Applicable
	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable

	Measure:	Measure:	Measure: Class discussions, tests and examinations, essay tests and examinations, presentations, and writing assignments	Measure:
ECO-201	Level: Not Applicable	Level: Not Applicable	Level: Introduced	Level: Not Applicable
	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable	Emphasis : Not Applicable
	Measure:	Measure:	Measure: Class discussions, tests and examinations, essay tests and examinations, presentations, and writing assignments	Measure:

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