

Marketing/Management A.A.S. (2 years)

A curriculum map is a graphical illustration of the relationship between a program's courses and the program's student learning outcomes. Curriculum maps at Aims Community College identify the program's mission statement (red), program-learning goals (dark gray), and expected program student learning outcomes (light gray). In addition, Aims' curriculum maps indicate where learning outcomes are introduced, reinforced, and mastered.

The mission of the Marketing/Management Department Program is to deliver curriculum to a diverse student population that prepares students for career entry and advancement as well as providing continued degree opportunities that are in alignment with their personal goals. This curriculum is delivered in a student-centered approach that combines a variety of effective classroom methods, skills, and experiential educational experiences.

	Goal #1: Demonstrate exemplary customer service skills through observation, role plays, and critiquing others' role plays.		Goal #2: Demonstrate intuition, mindfulness and empathy through classroom and online discussion.		Goal #3: Interpret data by applying data to various business situations.		Goal #4: Develop communication and public speaking skills through class participation and presentations.		Goal #5: Develop decision making skills by applying decision making techniques to various business decisions.		Goal #6: Develop internal relationship building through assignments and role playing.		
	Outcome #1: Students should identify and demonstrate ways to motivate employees and co-workers by applying techniques to role plays, simulations, assignments and discussion.	Outcome #2: Students should develop critical thinking skills through simulations, role playing assignments, testing, and discussions.	Outcome #3: Students should develop methods to work with and manage individuals with different skill levels through assignments and discussions	Outcome #4: Students should set goals appropriate for the organization that are in line with organization strategy and budget.	Outcome #5: Students should evaluate goals and determine if goals are being met using statistics and feedback.	Outcome #6: Students should develop knowledge on a product or service by researching information and preparing a sales or marketing presentation.	Outcome #7: Students should develop communication skills by practicing oral and written communication skills.	Outcome #8: Students should identify a target market based on demographics, psychographics, geographics, and benefit segmentation.	Outcome #9: Students should develop time management skills by developing a time management system.	Outcome #10: Students should evaluate strategies and create effective marketing, management, small business, and organization plans.	Outcome #11: Students should demonstrate skills to work effectively with different personality types and communication skills by role playing and interactive presentation.	Outcome #12: Students should develop team building skills by participating on a team	
ACC 101/121													
BUS 216													
CIS 155													
MAN 230		I,R				I,R	I,R						
MAN 116		I,R				I,R	I,R						
MAN 125		I,R				I,R	I,R				I,R	R,M	
MAN 200	I,R	I,R				I,R	I,R						I,R
MAN 212		R,M				I,R	I,R					R,M	
MAN 215		R,M				I,R	I,R			R,M	I,R	R,M	
MAN 224	I,R	I,R				I,R	I,R						
MAN 226	I,R	I,R				I,R	I,R						
MAN 240		R,M	R,M	R,M	R,M	R,M	R,M	R,M					
MAR 111	I,R	I,R	I,R	I,R	R,M	R,M	R,M	I,R,M		R,M	I,R		
MAR 216		I,R	I,R	I,R	I,R	I,R	I,R	I,R	R,M	I,R	I,R		
Marketing/Management Electives													
BUS 115													
MAN 104											I,R		
MAN 117									I,R,M				
MAN 128	I,R					I,R					I,R		
MAN 205			I,R			I,R	I,R	R,M					
MAN 216			R,M	R,M	R,M	R,M	R,M	R,M		R,M			
MAN 275													
MAN 287												I,R	R,M
MAR 117						I,R	I,R	I,R			I,R		
MAR 160	I,R	R,M	I,R		I,R	I,R	I,R	I,R			I,R		
MAR 220			I,R			I,R	I,R	I,R					
MAR 235	I,R		I,R			I,R	I,R	I,R					
MAR 240													
MAR 258													
MAR 275													
REE 201													
REE 202													
General Education Courses													
ECO 101/105/201/202													
ENG 121/122/131													
MAT 112/121/135													
GE Courses - 2													
Yellow Highlighting = Certificate Courses													

The curriculum map will provide a more nuanced picture if you use a scale such as the one below to identify the level of students' interaction with the outcomes in program courses:
Introduced (I) – The skills associated with the program outcome are presented in the course. You may find this will happen in the lower level courses in your program.
Reinforced (R) – The skills associated with the program outcome are being worked on at a level above the introductory stage and/or the skills are being developed at a deeper level.
Mastered (M) – Students should have developed a sufficient level of competency in the skills associated with the program outcome to have mastered them.

All other certificate courses are embedded in the above grid:

Advance Management: MAN 117, MAN 125, MAN 212, MAN 215, and MAR 160

Event Management: ENG 131, MAN 125, MAN 205, MAN 212, MAN 226, MAR 216 or MAN 216

Marketing Basics: MAR 111, MAR 216, and MAR 220

Customer Service and Leadership: MAN 104, MAN 117, MAN 125, MAN 128, MAN 212, MAN 224, MAN 230, MAR 160 and six credits from COM 125, ENG 131, MAN 116, MAR 235 or MAT 112

Marketing Basics: ENG 131, MAN 125, MAN 128, MAN 226, MAN 116 or MAN 224

Small Business Management: ACC 121, MAN 125, MAN 216, MAR 220, MAN 226 or MAR 216, MAN 116 or MAN 200

Supervisory Management: MAN 116, MAN 125, MAN 128, MAN 200, MAN 224, MAN 230

Retail Management: MAR 117, MAR 216, BUS 217, CIS 118, MAN 128, MAN 200, MAN 225, MAN 226

Real Estate: REE 201, REE 202



As of: 10/1/2018