Master of Marketing Curriculum Map

Program Goals	Program Learning Outcomes	Activity Code	MKTG 5406	MKTG 5408	MKTG 5462	MKTG 5465	MKTG 5501	MGMT 5506
1. STUDENTS WILL HAVE DISCIPLINE SPECIFIC KNOWLEDGE AND UNDERSTANDING	1.0 Demonstrate the ability to apply a broad, coherent and in-depth knowledge of foundational and contemporary marketing theories, concepts, practical principles, and processes	TLAs	✓✓	✓✓	✓	✓	✓✓	-
		Assessment	++	++	-	-	++	-
2. STUDENTS WILL HAVE THE REQUIRED COGNITIVE, TECHNICAL AND RESEARCH SKILLS FOR LIFELONG LEARNING	2.1 Obtain, analyse and interpret data relevant to making evidence- based decisions in emerging or new marketing tasks in complex contexts	TLAs	✓✓	✓✓	✓✓	✓✓	✓✓	-
		Assessment	+	++	++	++	++	-
	2.2 Exercise judgement to recommend appropriate solutions for emerging or new marketing tasks in complex contexts	TLAs	✓✓	✓✓	✓✓	✓	✓	-
		Assessment	+	++	++	++	+	-
3. STUDENTS WILL BE EFFECTIVE COMMUNICATORS	3.1 Demonstrate the ability to produce clear and concise written communication in a complex marketing context to specialists and non-specialists.	TLAs	✓	✓	✓✓	✓✓	✓	✓
		Assessment	+	+	++	++	+	+
	3.2 Demonstrate the ability to give oral presentations that are clear and coherent to specialists and non-specialists	TLAs	✓✓	-	-	✓	-	✓✓
		Assessment	++	-	+	++	-	++

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4. STUDENTS WILL BE EFFECTIVE TEAM MEMBERS	4.0 Develop competencies to work effectively in diverse teams	TLAs	✓✓	-	-	✓✓	✓✓	✓✓
		Assessment	-	-	++	++	++	++
5. STUDENTS WILL BE REFLECTIVE LEARNERS	5.0 Reflect on performance feedback to identify and action learning opportunities and self- improvements	TLAs	✓✓	-	-	-	-	✓✓
		Assessment	-	-	+	-	-	++
6. STUDENTS WILL DEMONSTRATE AN AWARENESS OF ETHICAL, CULTURAL, SOCIAL AND SUSTAINABILITY ISSUES	6.0 Recognise, understand and respond appropriately to ethical, cultural, social and sustainability issues for specialised marketing tasks	TLAs	✓	-	✓	-	✓	✓✓
		Assessment	-	-	+	-	-	++

Code for teaching and learning activities (TLAs):

-	**Not covered**- objective not covered or only barely covered
✓	**Some coverage**- objective is addressed to some extent
✓✓	**Strong coverage**-TLAs designed to promote deep learning of

Code for assessment:

-	**Not assessed**
+	**Some assessment**
++	**Strong assessment**