

## Hallmarks Curriculum Map for *B.S. in Marketing*

The chart below indicates selected courses in your major and in the Hallmarks Core where your learning is expected to address the 8 different Hallmarks learning goals. Your work in these courses (or from other courses in each category) can be added to your Hallmarks Pathway, along with a short reflective essay, to document your progress and achievements in each goal.

This map is just a guide—you don't have to limit your Hallmarks Pathway items to courses listed on this map if you have find that your work in some other course is relevant to one of the learning goals. Your experiences in co-curricular activities can also be connected with the 8 learning goals and documented as items in the Hallmarks Pathway.

In your completed Hallmarks Pathway, you will have 2 items for each of the 8 learning goals (for a total of 16 items). The items that you post for each learning goal should come from two of the three different components of your Jefferson education: your major, the Hallmarks Core, and your co-curricular activities.

Learning Goal	Hallmarks Core courses	Courses in your major	Co-curricular activities
<b>Rigorous Inquiry</b>	AMST 114 Science WRIT-101	WRIT 201/2 ADIV ISEM	DECS 206/8
<b>Critical Analysis</b>	MATH Science ADIV	ETHC ISEM CGIS 300	STAT 202
<b>Contextual Communication</b>	WRIT 101 WRIT 201/2	PHIL 499	MGMT 498
<b>Global Perspectives</b>	GCIT GDIV	CGIS 300	MGMT 499
<b>Intercultural Insight</b>	AMST 114 ADIV GDIV	GCIT ISEM PHIL 499	DECM 300
<b>Collaborative Creation</b>	Science WRIT 201/2 GDIV	ADIV GCIT CGIS 300	DECF 200
<b>Intellectual Risk-Taking</b>	AMST 114 MATH ETHC	ISEM CGIS 300 PHIL 499	DECP 101
<b>Ethical Reflection</b>	AMST 114 ETHC GDIV	GCIT PHIL 499	BLAW 301

All of these learning goals can also be developed through educational experiences at Jefferson that occur outside of the classroom: study abroad, internships, student organizations, service learning, athletics, etc.

These co-curricular activities can be documented and included in your Hallmarks portfolio under the relevant learning goal.