

**Course ILOs for Approved Common Core Courses** (Subject Code: **MARK**)

Course Code, Title and Course ILOs	Weighting	Area(s)
<b>MARK 1220 Marketing and Society</b>		SA
CILO 1 Develop skills in the application of marketing decision-making to assess and provide solutions to varied marketing problems	NA	
CILO 2 Analyze key societal and behavioral issues in marketing	NA	
CILO 3 Communicate concerns about key societal issues as responsible marketers	NA	
<b>MARK 1230 Consumerism and Happiness</b>		SA
CILO 1 Have an understanding of key societal and behavioral issues related to consumerism	NA	
CILO 2 Have an understanding of consumerism from different social scientific approaches	NA	
CILO 3 Able to analyze and better make decisions for self relevant decisions related to material possessions and money	NA	

*NA : The course offering unit has not assigned any weighting for the course ILOs.*

Updated as at 20 May 2020