

69-340. International Marketing and Regulatory Environment

Learning Outcomes

Last Updated: October 10, 2014

(PDC140605-5.4)

<p>Learning Outcomes <i>This is a sentence completion exercise.</i></p> <p><u>At the end of this course, the successful student will know and be able to:</u></p>	<p>Characteristics of a University of Windsor Graduate</p> <p><u>A U of Windsor graduate will have the ability to demonstrate:</u></p>
<p>A. Formulate decisions regarding marketing channels, modes, and promotional strategies including e-marketing, for different international trade purposes and regulatory environments.</p> <p>Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).</p>	<p>A. the acquisition, application and integration of knowledge</p>
<p>B. Formulate decisions regarding marketing channels, modes, and promotional strategies including e-marketing, for different international trade purposes and regulatory environments.</p> <p>Relate financial considerations to marketing decisions, e.g. pricing strategies, value proposition, payment, etc.</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C. Relate market research to marketing decisions.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D. Explain aims and challenges for international marketing. (Also relevant to F).</p>	<p>D. literacy and numeracy skills</p>
<p>E. Reflect on learning about international marketing and regulations and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I).</p>	<p>E. responsible behaviour to self, others and society</p>
<p>F.</p>	<p>F. interpersonal and communications skills</p>
<p>G. Adapt marketing concepts and approaches for multiple international customers with attention to cultural, political, legal, and regulatory considerations.</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>H.</p>	<p>H. creativity and aesthetic appreciation</p>
<p>I.</p>	<p>I. the ability and desire for continuous learning</p>