

**MKTG-3340. Consumer Behaviour****Learning Outcomes**

Last Updated: September 20, 2017

PDC170920-6.1

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  <u>At the end of this course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>  <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Integrate Consumer Behaviour theory and principles in marketing practice.	A. the acquisition, application and integration of knowledge
B. Apply principles of Consumer Behaviour to marketing, and in turn, principles of marketing to the analyses of business operations (domestic and/or global).	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. Develop and formulate related aspects of marketing strategy by incorporating and applying related aspects of Consumer Behaviour theory and principles.  Apply Consumer Behaviour knowledge to critically assess retailers' business operations in order to enhance profitability. Recognize ethical and unethical marketing practices and recommend corrective measures as necessary.	C. critical thinking and problem-solving skills
D. Identify means of enhancing marketing effectiveness by applying knowledge of CB principles to selected retail contexts.  Using marketing analytics, evaluate a retail business by applying CB knowledge to formulate recommendations for enhancing profitability.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F. Apply and practice effective oral and written forms of communication.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning