

MKTG-4910. Special Topics in Marketing

Learning Outcomes

Last Updated: May 7, 2008

(PDC080407-6.13)

Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
<u>At the end of the course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. integrating pertinent knowledge covered in prior Marketing courses, demonstrate an understanding of the topics covered in this course	A. the acquisition, application and integration of knowledge
B. research the relevant literature and appropriate data bases, retrieve and evaluate pertinent information	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. use this pertinent information to reach rational conclusions and/or to make defensible decisions	C. critical thinking and problem-solving skills
D. orally, and/or in written form, present this information, conclusions and/or decisions in a concise and effective manner	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F. orally, and/or in written form, present this information, conclusions and/or decisions in a concise and effective manner	F. interpersonal and communications skills
G. demonstrate the ability to work effectively in a group setting, if required	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning