

GLOBAL COMPETENCE MATRIX FOR MARKETING EDUCATION

INVESTIGATE THE WORLD	RECOGNIZE PERSPECTIVES	COMMUNICATE IDEAS	TAKE ACTION
<p>Students investigate the world beyond their immediate environment and how it affects their business community and global markets.</p>	<p>Students recognize their own and others' perspectives as applied to an ever changing world of global business.</p>	<p>Students communicate their ideas, knowledge, and experiences effectively with globally diverse audiences.</p>	<p>Students use their business knowledge and marketing skills to translate their ideas and findings into actions to effectively develop global marketing strategies.</p>
<p>Students:</p> <ul style="list-style-type: none"> ■ Identify themes or issues and frame researchable questions of local, regional, or global significance that call for, or emerge from, investigations into developments in marketing. ■ Use a variety of domestic and international sources to identify, weigh, and research significant global business & marketing concerns. ■ Analyze and synthesize information using knowledge, research methods, and critical thinking skills in business to construct coherent responses to globally significant issues. ■ Develop an argument based on research that considers multiple perspectives about a globally significant marketing issue. 	<p>Students:</p> <ul style="list-style-type: none"> ■ Recognize their own perspective on situations, events, issues, or phenomena in business and determine how that perspective along with their entire understanding of the world influences those perspectives. ■ Examine the perspectives of other people, groups, or schools of thought in relation to situations, events, issues or phenomena regarding business environments and marketing practices and what the possible influences are on those perspectives. ■ Explain how cultural interactions influence the development of business policies and procedures relating to marketing. ■ Explore and describe how differential access to business knowledge, technology and resources affects quality of life and global marketing perspectives. 	<p>Students:</p> <ul style="list-style-type: none"> ■ Recognize and express how diverse audiences may interpret differently and/or make different assumptions about marketing practices and procedures and how that affects communication and collaboration. ■ Listen to and communicate effectively with diverse audiences, using appropriate verbal and nonverbal behavior, business terminology, and strategies. ■ Select and use appropriate technology and media to communicate with diverse audiences and collaborate with experts and peers around the world. ■ Reflect on how effective communication affects understanding of marketing practices and collaboration in a global economy. 	<p>Students:</p> <ul style="list-style-type: none"> ■ Identify and create opportunities for personal or collaborative action to address situations, events, issues, or phenomena in ways that improve marketing conditions. ■ Assess options, plan actions, and design marketing solutions based on scientific evidence, technical advancements, potential for impact, and social mores, taking into account previous approaches, varied perspectives, and potential consequences. ■ Use business knowledge and marketing skills to personally or collaboratively act in creative and ethical ways to contribute to sustainable growth locally, regionally, or globally and assess the impact of the actions taken. ■ Reflect on how proficiency in business knowledge and marketing skills contributes to their capacity to advocate for improvement locally, regionally, or globally.

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