

# MANAGEMENT & MARKETING COURSE SUMMARIES

## INTRODUCTORY

### **COURSE MAM1010: MARKETING & MANAGEMENT**

Students identify basic management and marketing concepts and describe retail merchandising strategies of value to the retail employee, manager or owner.

*Prerequisite: None*

### **COURSE MAM1020: QUALITY CUSTOMER SERVICE**

Students identify and describe the target customer and the selling floor, including sales and nonsales activities. They will demonstrate techniques required by employees in the field.

*Prerequisite: None*

### **COURSE MAM1030: COMMUNICATION STRATEGIES 1**

Students improve oral and written business communication skills necessary for efficient and effective management of information. The focus is on business writing strategies and composing memorandums, messages and business letters.

*Prerequisite: None*

### **COURSE MAM1040: E-COMMERCE 1**

Students will investigate the concept of e-commerce as a marketing strategy and design an e-commerce Web site to sell products and/or services.

*Prerequisite: None*

### **COURSE MAM1050: AGRICULTURE CONSUMER PRODUCTS & SERVICES**

Students demonstrate the basic steps involved in processing or adding value to an agriculture commodity and/or in providing related services.

*Prerequisite: None*

### **COURSE MAM1910: MAM PROJECT A**

Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

*Prerequisite: None*

## **INTERMEDIATE**

### **COURSE MAM2010: MANAGING FOR QUALITY**

Students demonstrate basic managerial skills, by assuming roles and responsibilities of management in order to coordinate available resources and achieve quality results.

*Prerequisite: None*

### **COURSE MAM2030: VISUAL MERCHANDISING**

Students identify different types of visual merchandising and describe how to construct attention-getting displays and evaluate visual merchandising.

*Prerequisite: None*

### **COURSE MAM2040: RETAIL OPERATIONS**

Students identify and demonstrate retail operations that are typically performed off the selling floor and/or away from customers.

*Prerequisite: None*

### **COURSE MAM2050: OFFICE SYSTEMS 1**

Students identify and describe strategies and procedures in the office environment and how to manage processes and protocols related to equipment, written communication transmittal and business travel arrangements.

*Prerequisite: None*

### **COURSE MAM2055: OFFICE ADMINISTRATION**

Students develop office administration skills and are introduced to basic mail and scheduling software.

*Prerequisite: None*

### **COURSE MAM2060: COMMUNICATION STRATEGIES 2**

Students improve their basic oral and written communication strategies necessary for efficient and effective management of information. The focus is on technical writing strategies and composing when preparing informal business reports and proposals.

*Prerequisite: MAM1030: Communication Strategies 1*

### **COURSE MAM2065: PROFESSIONAL COMMUNICATION**

Students develop skills for professional person-to-person communication and develop strategies to properly communicate with supervisors, colleagues and clients.

*Prerequisite: None*

### **COURSE MAM2080: RECORDS MANAGEMENT 1**

Students evaluate and demonstrate basic records management skills for a manual records system, emphasizing alphabetic coding procedures.

*Prerequisite: None*

### **COURSE MAM2090: PROMOTION – PRINT ADVERTISING**

Students are introduced to communication channels, delivery strategies and advertising media that can be used to inform potential customers about products and services available in the marketplace.

*Prerequisite: None*

### **COURSE MAM2110: E-COMMERCE 2**

Students will enhance their understanding of e-commerce as a marketing strategy and design an e-commerce Web site with special effects and additional content to attract customers and increase customer satisfaction.

*Prerequisite: MAM1040: E-commerce 1*

**COURSE MAM2130: ENERGY & RESOURCES SUPPLY & DISTRIBUTION**

Students research marketing and distribution networks within an energy or mineral industry; examine regulatory structures and policies that influence supply of a commodity, product or service; and describe related career opportunities.

*Prerequisite:* None

**COURSE MAM2910: MAM PROJECT B**

Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

*Prerequisite:* None

**COURSE MAM2920: MAM PROJECT C**

Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

*Prerequisite:* None

**COURSE MAM2950: MAM INTERMEDIATE PRACTICUM**

Students apply prior learning and demonstrate the attitudes, skills and knowledge required by an external organization to achieve a credential/credentials or an articulation.

*Prerequisite:* None

## **ADVANCED**

### **COURSE MAM3010: THE BUSINESS ORGANIZATION**

Students identify and describe organizational structures, management theories and organizations as working units. Students also explain their beliefs of what successful organizations might look like in the future.

*Prerequisite: None*

### **COURSE MAM3020: BUSINESS IN THE CANADIAN ECONOMY**

Students investigate and relate their knowledge of economics to how business decisions are made within the community, provincially, nationally and internationally.

*Prerequisite: None*

### **COURSE MAM3030: BUSINESS IN THE GLOBAL MARKETPLACE**

Students examine the opportunities and challenges that confront business persons in establishing a global business operation.

*Prerequisite: None*

### **COURSE MAM3040: PROMOTION – SALES TECHNIQUES**

Students learn and demonstrate techniques for successful selling.

*Prerequisite: None*

### **COURSE MAM3050: DISTRIBUTING GOODS & SERVICES**

Students explore the channels of distribution and modes of transportation used to direct goods from the producer to the consumer.

*Prerequisite: None*

### **COURSE MAM3060: SETTING UP A RETAIL STORE**

Students develop retail store images, examine potential locations and design store layouts. Students should be given hands-on experience by researching a location for an actual retailing opportunity and by designing a layout for this retail store. This course focuses on students owning a retail business and learning the necessary steps for success.

*Prerequisite: None*

### **COURSE MAM3070: OFFICE SYSTEMS 2**

Students evaluate and demonstrate effective office environment strategies and processes, use electronic office equipment, and manage processes related to electronic communications and business meetings.

*Prerequisite: MAM2050: Office Systems 1*

### **COURSE MAM3080: COMMUNICATION STRATEGIES 3**

Students expand and continue to improve oral and written communication strategies necessary for efficient and effective management of information. Focus is on technical writing strategies and composing at a computer work station when preparing formal business reports and proposals.

*Prerequisite: MAM1030: Communication Strategies 1*

### **COURSE MAM3090: RECORDS MANAGEMENT 2**

Students describe the advantages of an automated records system. Numeric, subject and geographic coding are emphasized.

*Prerequisite: MAM2080: Records Management 1*

### **COURSE MAM3100: PROMOTION – BROADCAST ADVERTISING**

Students are introduced to broadcast communication channels, delivery strategies and advertising media that can be used to inform potential customers about products and services available in the marketplace.

*Prerequisite: None*

**COURSE MAM3120: E-COMMERCE 3**

Students will investigate and expand strategies to gather customer information and design e-commerce Web sites that take advantage of technological advances.

*Prerequisite: MAM2110: E-commerce 2*

**COURSE MAM3130: AGRICULTURE MARKETING**

Students apply knowledge of marketing principles focusing on materials and services offered to the consumer through open and closed marketing structures and techniques that influence the supply of a commodity, product or service.

*Prerequisite: None*

**COURSE MAM3140: ENERGY & RESOURCES MARKET BASICS & TRENDS**

Students explain the basic principles involved in marketing an energy or mineral resource and analyze trends in the development and marketing of energy or mineral products.

*Prerequisite: None*

**COURSE MAM3150: THE FOREST MARKETPLACE**

Students describe the range of consumer products and services derived from Canada's forests and research the production and marketing of these forest products.

*Prerequisite: None*

**COURSE MAM3910: MAM PROJECT D**

Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

*Prerequisite: None*

**COURSE MAM3920: MAM PROJECT E**

Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

*Prerequisite: None*

**COURSE MAM3950: MAM ADVANCED PRACTICUM**

Students apply prior learning and demonstrate the attitudes, skills and knowledge required by an external organization to achieve a credential/credentials or an articulation.

*Prerequisite: None*