

Course Parameters for Management and Marketing

Facilities

CTS programs centred around Management and Marketing should include courses that link with facilities readily available in the school and the community. When planning facilities for a Management and Marketing course, the following should be given consideration:

- use of school store as a lab for many of the learnings within the Marketing Systems and Strategies theme
- installation of a three-basin sink if serving food in a school store
- access to telephones for purchasing and ordering merchandise
- use of existing in-school laboratories and/or equipment; e.g., information processing, construction, design, fabrication and communications
- use of computer technology within the classroom for all courses, but in particular the promotional courses and the communication strategies courses
- identification of in-school window displays for visual merchandising or construction of shadow boxes for use in classroom
- linkages to the business community to deliver content
- storage area for inventory, props and supplies
- a resource centre that includes computer hardware/software, as well as storage for print and audio-visual material.

Courses that require access to facilities in addition to those present in a typical classroom setting are identified in the Course Parameters. For more information, see the corresponding course in Sections D, E and F of the *Guide to Standards and Implementation*.

Equipment

A recommended equipment list is provided in the Course Parameters chart. Though not exhaustive, the list identifies equipment recommended as necessary to meet the course outcomes. Note that a school store is

not required for a Management and Marketing program; thus equipment for a school store is listed as optional. Specific makes and models of equipment are to be determined at the local level.

Equipment for courses in Management and Marketing can be obtained through a combination of purchasing, borrowing, renting, improvising and constructing. When choosing a suitable option for obtaining equipment, give consideration to:

- adequacy of budgets for purchase
- capabilities regarding in-school maintenance and storage
- the logistics and cost of renting
- potential for loan from industry, government or post-secondary agencies
- joint purchases with other organizations in the community
- opportunities for improvising or constructing.

Teachers may find it desirable to develop a list of additional materials and supplies required for specific learning activities planned within each course.

Instructional Qualifications

Responsibility for instructional planning and delivery of courses in Management and Marketing may be assumed by Alberta Certified Teachers having instructional expertise in classroom and laboratory environments. Business training or experience is an asset in delivering Management and Marketing courses, particularly at the intermediate and advanced levels. Teachers may find it desirable to form partnerships with local businesses.

Credentialing Opportunities

No credentialing opportunities have been identified for the Management and Marketing courses.

MANAGEMENT AND MARKETING

Course Parameters

LEVEL

- 1 – Introductory
- 2 – Intermediate
- 3 – Advanced

THEME

- A. Business Management Systems and Strategies
- B. Marketing Systems and Strategies
- C. Information Management Systems and Strategies

EQUIPMENT

- ✓ Recommended in order to meet course outcomes
- Optional in providing access to supportive learning environments
- C Commercial Facility – School Store

LEVEL	1	1	1	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3
THEME	B	B	C	A	B	B	B	C	C	C	A	A	A	B	B	B	C	C	C
INSTRUCTIONAL QUALIFICATIONS																			
INSTRUCTIONAL FACILITIES			*					*	*								*	*	*
CREDENTIALLING OPPORTUNITIES																			
EQUIPMENT	Management & Marketing Basics	Quality Customer Service	Communication Strategies 1	Managing for Quality	Promotion: Advertising	Promotion: Visual Merchandising	Retail Operations	Office Systems 1	Communication Strategies 2	Records Management 1	The Business Organization	Business in the Canadian Economy	Business in the Global Marketplace	Promotion: Sales Techniques	Distributing Goods & Services	Setting Up a Retail Store	Office Systems 2	Communication Strategies 3	Records Management 2
	1010	1020	1030	2010	2020	2030	2040	2050	2060	2080	3010	3020	3030	3040	3050	3060	3070	3080	3090
3-basin sink (if serving food)		✓																	
Cash register		C												○					
Computer/printer	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Computerized inventory tracking		○					○												
Counter		C				○								○					
Display area																			
windows		○				○								○					
shelves		○				○								○					
Dressing room		○												○					
Electronic calculator		○					✓												
signboard		○		○	○									○					
Filing cabinet	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

* Refer to specific 1-credit courses listed in Sections D, E and F of the corresponding *Guide to Standards and Implementation* for additional information.

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THEME	B	B	C	A	B	B	B	C	C	C	A	A	A	B	B	B	C	C	C
INSTRUCTIONAL QUALIFICATIONS																			
INSTRUCTIONAL FACILITIES			*					*	*								*	*	*
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	1010	1020	1030	2010	2020	2030	2040	2050	2060	2080	3010	3020	3030	3040	3050	3060	3070	3080	3090
Hand code scanner		○					○												
Interior display island																			
end		○				○							○						
platform		○				○							○						
shadow box		○				○							○						
Laminator		○			○	○							○						
LAN		○					○												
Mannequin		○			○														
Mirrors		○											○						
Modem/Internet connection	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Office desk/chair/lounge	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Portable billboard		○			○	○							○						

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	1010	1020	1030	2010	2020	2030	2040	2050	2060	2080	3010	3020	3030	3040	3050	3060	3070	3080	3090
Scanner	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sign printer		○			○	○								○					
Stockroom		○				○	○												
cooler/fridge/freezer		○																	
signs		○																	
Telephone	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	✓	○	○

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