

MANAGEMENT AND MARKETING

SECTION H: LINKAGES/TRANSITIONS

This section of the Guide has been designed to provide an overview of linkages and transitions of CTS courses with a number of organizations. The charts and information presented in this section will assist CTS students and teachers in understanding the potential application of CTS courses as students move into the workplace.

TABLE OF CONTENTS

LINKAGES

With Other CTS Strands	H.3
With Other Secondary Programs	H.7

TRANSITIONS

To the Community/Workplace	H.7
To Related Post-secondary Programs	H.7

Charts:

Management and Marketing: Connections with Other CTS Strands.....	H.8
Management and Marketing in Junior High	H.9
Management and Marketing: Connections Across the Curriculum	H.10
Correlation of Management and Marketing to Practical Arts Courses Business Studies 9, Basic Business 20–30, Office Procedures 20–30, Marketing 20–30	H.11
Management and Marketing: Related Occupations	H.12
Management and Marketing: Summary of Related Post-secondary Programs..	H.13

LINKAGES/TRANSITIONS

LINKAGES

With Other CTS Strands

In Management and Marketing, students have the opportunity to develop knowledge, skills and attitudes in business management, marketing and information management. Students are encouraged to link the competencies they have developed in these areas to other CTS strands. Linkages exist with other strands where products are produced and services are offered. Management and Marketing courses can be linked with these strands in order to successfully market these products and services to the ultimate consumer.

Potential linkages of Management and Marketing with other CTS strands, determined by course emphasis and area of specialization, are identified in this section (see Management and Marketing: Connections with Other CTS Strands and “Management and Marketing in Junior High”).

The following chart outlines potential linkages.

Strand	Themes and/or Courses
Agriculture	Courses in the technology and applications theme that focus on production of consumable products and customer services.
Career Transitions	Project courses can be used to provide students with extended time for developing skills in a variety of management and marketing areas. Leadership courses link with Managing for Quality.
Communication Technology	Promotion: Advertising links with all themes in Communication Technology.
Community Health	Providing caregiving as a service in business links with business and marketing system and strategies themes.
Construction Technologies	Courses in building and manufacturing themes that focus on production of consumable products and customer services.
Cosmetology Studies	Courses in Cosmetology that involve customer service have strong linkages to the retail courses including Customer Service, Retail Operations, Setting up a Retail Store.
Design Studies	Promotion: Visual Merchandising and Advertising have strong linkages to the design process. Elements and principles of design and layout are incorporated into both courses.
Electro-Technologies	Courses in all themes that focus on production of consumable products and customer services. Repair/Maintenance and Computer Technology are examples of two courses that can offer services to customers.

Strand	Themes and/or Courses
Energy and Mines	Courses in the technology and applications theme that focus on production of consumable products and customer service.
Enterprise and Innovation ★	All courses in Enterprise and Innovation link directly to Management and Marketing courses in the Business and Marketing Systems and Strategies theme. See later in this section for expanded scope and sequence and suggested planning for integrating these two strands at the junior and senior high level.
Fabrication Studies	Courses in the Fabrication Processes and Production Systems and Processes themes that focus on production of consumable products and customer service.
Fashion Studies ★	Business/Merchandising courses in Fashion Studies have strong linkages to the courses in the Marketing Systems and Strategies theme.
Financial Management	Establishing an Accounting System for a Service or Merchandising Business and Advanced Financial Accounting Procedures and Financial Statements have strong linkages with the Marketing Systems and Strategies theme.
Foods	Courses in Foods that involve customer service have strong linkages with the retail courses including Customer Service, Retail Operations, Setting up a Retail Store.
Forestry	Harvesting and Forest Products and The Forest Marketplace courses link with the marketing systems and strategies themes.
Information Processing ★	Most courses in the Information Processing strand have strong linkages with the Information Management Systems and Strategies theme.
Logistics	Logistics is the movement of goods from the producer to the consumer. Marketing has strong linkages with all the courses within this strand. It links directly with the submix “place” within the marketing mix.
Legal Studies	Laws relating to business have strong linkages to all Management and Marketing themes. Courses that have strong links include Labour Law, Consumer and Property Law, Laws Affecting Small Business.
Mechanics	Courses in all themes that focus on production of consumable products and customer services. Vehicle Care and Vehicle Maintenance are examples of two courses.
Tourism	Courses that involve customer service have strong linkages with the retail courses including Customer Service, Retail Operations, Setting up a Retail Store.

★Elaboration on these linkages is provided on the following pages.

Linking With Enterprise and Innovation: In Junior High

The following four courses may be offered at the junior high level:

- Management and Marketing Basics
- Quality Customer Service
- Communication Strategies 1

These courses could also be combined with the following three Enterprise and Innovation courses:

- Challenge & Opportunity
- Planning the Venture
- Implementing the Venture (Intermediate level).

When planning, it should be taken into consideration that the introductory Management and Marketing courses could act as a foundation to Enterprise and Innovation. Basic economic, management and marketing concepts are introduced in Management & Marketing Basics and basic consumer behaviour concepts in Quality Customer Service. As well, Quality Customer Service offers practical hands-on skills for entry-level retailing. All of these concepts can enhance the success of Enterprise and Innovation. The Information Highway 1, from the Information Processing strand, could offer students the opportunity to search for existing business opportunities through the Internet. For schools wishing to offer a grade 7, 8 and 9 program, these six courses could be offered during a student's junior high career. Other courses from other strands that could enhance the study of Management and Marketing and Enterprise and Innovation include:

- Career Transition Project Courses (Introductory Level)
- Financial Management (Introductory Level)
- Logistics (Introductory Level courses).

Linking With Enterprise and Innovation: In Senior High

All introductory, intermediate and advanced courses may be offered to senior high students. However, some students may have some of the competencies identified through the following courses or involvement in:

- junior high Enterprise and Innovation/ Management and Marketing courses
- school/community associations; e.g., Peer Support, Student Government, Junior Achievement
- a family business
- an enterprising initiative of their own; e.g., lawn maintenance, snow removal, baby-sitting, house sitting, pet care.

Student may wish to challenge part or all of the general outcomes in certain courses.

Following are a few examples of possible course groupings that integrate the Business and Marketing Systems and Strategies theme in Management and Marketing with Enterprise and Innovation. (See the Extended Scope and Sequence chart in this section showing both strands).

At the introductory level, students can gain entry-level experience in management and marketing at the retail level. This gives them an opportunity for hands-on experience in a business. At the intermediate level, students can expand their experience to develop a venture of their own. During this time they can identify their strengths and weaknesses; e.g., management, sales, promotion, recordkeeping, finance. At the advanced level, students can select courses that develop their weaknesses or enhance their strengths.

Introductory level (choose three to six courses):

- Challenge & Opportunity
- Management & Marketing Basics
- Quality Customer Service.

Two additional Enterprise and Innovation courses focus on a venture:

- Planning a Venture
- Implementing the Venture.

Two additional Marketing and Management courses focus on entry-level retailing:

- Promotion: Visual Merchandising
- Retail Operations.

Intermediate level (choose three to six courses) with the focus on establishing a retail business:

- Planning a Venture
- Managing the Venture
- Marketing the Venture
- Promotion: Visual Merchandising
- Promotion: Print Advertising
- Financing Ventures
- Retail Operations
- Setting Up a Retail Store
- Implementing the Venture.

Advanced level (choose three to six courses) with the focus on Management

- Managing for Quality
- The Business Organization
- Managing the Venture
- Business in the Global Marketplace
- Expanding the Venture
- One other course from ENT or MAM
- A leadership course from CTR.

Advanced level (choose three to six courses) with the focus on Marketing:

- Marketing the Venture
- Promotion: Broadcast Advertising
- Promotion: Sales Techniques
- Distributing of Goods and Services
- Setting Up a Retail Store
- plus one other course from ENT or MAM.

Linking With Logistics

Logistics is the movement of goods from the producer to the consumer. It links directly with place, one of the four submixes in marketing. Within the place, submix decisions regarding distribution channels and modes of transportation to use are made. Courses that focus on place and that have strong links with Logistics include:

- Retail Operations
- Distributing of Goods and Services.

Linking With Fashion Studies

The Fashion Studies business/merchandising theme links directly with the retail merchandising courses in the marketing systems and strategies theme of Management and Marketing. Specific courses include:

Fashion	Fashion Merchandising Fashion Retailing
Marketing	Quality Customer Service Promotion: Print Advertising Promotion: Visual Merchandising Retail Operations Promotion: Broadcast Advertising Promotion: Sales Techniques Distributing of Goods and Services Setting up a Retail Store.

Students interested in Fashion Merchandising should refer to the Fashion Studies linkages section for an extended scope and sequence.

Linking With Information Processing

The information management systems and strategies theme of Management and Marketing links directly with Information Processing. Information management offers students the opportunity to learn basic knowledge, skills and attitudes necessary for success in today's office environment. Such learning links well with the learning of software and systems in the Information Processing strand. Note the prerequisites required to take many of these courses. Knowledge and skills of keyboarding, word processing and data bases are necessary for success in the information management courses. Following are a few examples of possible course groupings that integrate the two strands.

Introductory level (choose three to six courses) might include:

- Computer Operations
- Keyboarding 1
- Word Processing 1
- Database 1
- Communication Strategies 1
- Information Highway 1.

Intermediate level (choose three to six courses):

- Keyboarding 2 or 3
- Word Processing 2
- Correspondence
- Office Systems 1
- Communication Strategies 2
- Reports
- Records Management 1.

Advanced level (choose three to six courses):

- Keyboarding 4
- Word Processing 3
- Software Integration 2
- Office Systems 2
- Communication Strategies 3
- Records Management 2.

Multi-level (choose three to six courses) with a focus on Electronic Communications:

- Computer Operations
- Information Highway 1
- Workstation Operations
- Local Area Networks
- Information Highway 2
- Hardware/Software Analysis.

This course grouping would be useful for students interested in understanding the technical aspects of the information highway as well as using it.

With Other Secondary Programs

Management and Marketing has linkages with mathematics, language arts, economics and social studies. Depending on the venture selected, there may be linkages with numerous other courses. Potential linkages of Management and Marketing with other core and complementary subject areas across the curriculum are identified in this section (see “Management and Marketing: Connections Across the Curriculum”).

TRANSITIONS

To the Community/Workplace

Information from the National Occupational Classification (NOC) regarding occupations in management and marketing-related areas that can be accessed upon completion of high school is provided in this section (see “Management and Marketing: Related Occupations”).

The NOC chart indicates occupations for which Management and Marketing provides a foundation. High school students could potentially move into:

- seven occupations requiring a high school education
- 26 occupations that require further education at a college or technical institution (possibly obtaining advanced standing or preferred entrance in the post-secondary program)
- occupations that require further education at the university level (possibly obtaining preferred entrance into a program).

To Related Post-secondary Programs

An outline of post-secondary institutions in Alberta currently offering programs in management and marketing-related areas is provided in “Management and Marketing: Summary of Related Post-secondary Programs.”

LINKAGES - Management and Marketing: Connections With Other CTS Strands

Management & Marketing Courses	Other CTS Strands																				
	Agriculture	Career Transitions	Communication Technology	Community Health	Construction Technologies	Cosmetology Studies	Design Studies	Energy and Mines	Electro Technologies	Enterprise and Innovation	Fashion Studies	Financial Management	Foods	Fabrication Studies	Forestry	Legal Studies	Logistics	Information Processing	Mechanics	Tourism Studies	Wildlife
Theme: Business Management Systems and Strategies																					
MAM2010: Managing for Quality																					
MAM3010: The Business Organization																					
MAM3020: Business in the Canadian Economy																					
MAM3030: Business in the Global Marketplace																					
Theme: Marketing Systems and Strategies																					
MAM1010: Management & Marketing Basics																					
MAM1020: Quality Customer Service																					
MAM2090: Promotion: Print Advertising																					
MAM2030: Promotion: Visual Merchandising																					
MAM2040: Retail Operations																					
MAM3100: Promotion: Broadcast Advertising																					
MAM3040: Promotion: Sales Techniques																					
MAM3050: Distributing Goods & Services																					
MAM3060: Setting Up a Retail Store																					
Theme: Information Management Systems and Strategies																					
MAM1030: Communication Strategies 1																					
MAM2050: Office Systems 1																					
MAM2060: Communication Strategies 2																					
MAM2080: Records Management 1																					
MAM3070: Office Systems 2																					
MAM3080: Communication Strategies 3																					
MAM3090: Records Management 2																					

Provides many direct links with course content in this strand. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical situations.



Provides some links with course content developed in this strand, usually through the application of related technologies and/or processes.



LINKAGES—*Management and Marketing in Junior High*

Course Emphasis	Management & Marketing Courses	Enterprise & Innovation Courses	Information Processing Courses	Financial Management Courses
(Theme 1) Retailing (3 courses)	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Management & Marketing Basics <i>MAM1010</i> </div> <div style="border: 1px solid black; padding: 5px;"> Quality Customer Service <i>MAM1020</i> </div>	<div style="border: 1px solid black; padding: 5px;"> Challenge & Opportunity <i>ENT1010</i> </div>		
(Theme 2) Venture Planning (4 courses)	<div style="border: 1px solid black; padding: 5px;"> Management & Marketing Basics <i>MAM1010</i> </div>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Challenge & Opportunity <i>ENT1010</i> </div> <div style="border: 1px solid black; padding: 5px;"> Planning a Venture <i>ENT1020</i> </div>		<div style="border: 1px solid black; padding: 5px;"> Financial Information <i>FIN1010</i> </div>
(Theme 3) Communication (6 courses)	<div style="border: 1px solid black; padding: 5px;"> Communication Strategies 1 <i>MAM1030</i> </div>	<div style="border: 1px solid black; padding: 5px;"> Challenge & Opportunity <i>ENT1010</i> </div>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Computer Operations <i>INF1010</i> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Keyboarding 1 <i>INF1020</i> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Word Processing 1 <i>INF1030</i> </div> <div style="border: 1px solid black; padding: 5px;"> Information Highway 1 <i>INF1090</i> </div>	
Course Emphasis	Management & Marketing Courses	Enterprise & Innovation Courses	Information Processing Courses	Tourism Studies Courses
(Theme 4) Tourism (5 courses)	<div style="border: 1px solid black; padding: 5px;"> Management & Marketing Basics <i>MAM1010</i> </div>	<div style="border: 1px solid black; padding: 5px;"> Challenge & Opportunity <i>ENT1010</i> </div>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> The Tourism Industry <i>TOU1010</i> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> People & Places <i>TOU1020</i> </div> <div style="border: 1px solid black; padding: 5px;"> Quality Guest Service <i>TOU1030</i> </div>

LINKAGES - Management and Marketing: Connections Across the Curriculum

Management & Marketing Courses	Across the Curriculum																		
	Junior High							Senior High											
	Language Arts	Social Studies	Mathematics	Science	Health & PLS	Physical Education	Fine Arts	English	Social Studies	Mathematics	Science (General)	Biology	Chemistry	Physics	CALM	Physical Education	Fine Arts	Social Sciences	Second Language
Theme: Business Management Systems and Strategies																			
MAM2010: Managing for Quality								■	■	■	■	■	■	■	■	■	■	■	■
MAM3010: The Business Organization																			
MAM3020: Business in the Canadian Economy								■											
MAM3030: Business in the Global Marketplace																			
Theme: Marketing Systems and Strategies																			
MAM1010: Management & Marketing Basics		■			■		■											■	
MAM1020: Quality Customer Service			■				■											■	
MAM2090: Promotion: Print Advertising							■												
MAM2030: Promotion: Visual Merchandising							■												
MAM2040: Retail Operations			■							■									
MAM3100: Promotion: Broadcast Advertising							■											■	
MAM3040: Promotion: Sales Techniques							■											■	
MAM3050: Distributing Goods & Services																			
MAM3060: Setting Up a Retail Store																			
Theme: Information Management Systems and Strategies																			
MAM1030: Communication Strategies 1		■						■											
MAM2050: Office Systems 1								■											
MAM2060: Communication Strategies 2								■											
MAM2080: Records Management 1								■											
MAM3070: Office Systems 2								■											
MAM3080: Communication Strategies 3								■											
MAM3090: Records Management 2								■											

Provides many direct links with course content. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical contexts.



Provides some links with course content, usually through the application of related technologies and/or processes.



Correlation of Management and Marketing to Practical Arts Courses ★: Business Studies 9, Basic Business 20–30, Office Procedures 20–30, Marketing 20–30

MANAGEMENT AND MARKETING COURSES	Business Studies 9	Basic Business 20-30							Office Procedures 20-30							Marketing 20-30											
		Canadian Business	Consumer Credit	Insurance	Economic Concepts	Small Business Management	Management Techniques	Personal Financial Planning	Small Business Management II	The Structure of the Business Office	Personnel in the Business Office	Business Communication	Records Management	Information Processing	Clerical Routines	Secretarial Routines	Office Specialties I	Office Specialties II	Office Simulation	World of Marketing	Advertising and Sales Promotion	Distribution of Goods and Services	Marketing Research	Pricing and Financial Activities	Selling	Display	Purchasing and Controlling Merchandise
MAM1010: Management & Marketing Basics	✓	✓			✓	✓	✓		✓										✓	✓	✓		✓				
MAM1020: Quality Customer Service	✓	✓												✓													
MAM1030: Communication Strategies 1		✓								✓	✓																
MAM2010: Managing for Quality						✓			✓																		
MAM2020: Promotion: Advertising		✓																		✓							
MAM2030: Promotion: Visual Merchandising																									✓		
MAM2040: Retail Operations														✓									✓			✓	
MAM2050: Office Systems 1									✓	✓	✓				✓												
MAM2060: Communication Strategies 2										✓	✓																
MAM2080: Records Management 1												✓															
MAM3010: The Business Organization		✓				✓		✓	✓																		
MAM3020: Business in the Canadian Economy		✓			✓														✓			✓					
MAM3030: Business in the Global Marketplace		✓			✓	✓													✓								
MAM3040: Promotion: Sales Techniques											✓			✓							✓				✓		
MAM3050: Distributing Goods & Services																			✓		✓						
MAM3060: Setting Up a Retail Store									✓													✓					
MAM3070: Office Systems 2									✓	✓	✓				✓												
MAM3080: Communication Strategies 3											✓																
MAM3090: Records Management 2												✓															

★September 1997: All practical arts courses replaced by Career and Technology Studies.

TRANSITIONS — *Management and Marketing: Related Occupations*

Information for this chart was obtained from the National Occupational Classification (NOC) descriptions.

Educational Requirements:

D: High School Education
C: Apprenticeship

B: College or Vocational Education
A: University

Occupation Profile	NOC#	D	C	B	A
Accommodation Services Manager	0632			✓	✓
Architecture and Science Managers	0212			✓	✓
Banking, Credit and Other Investment Managers	0122			✓	✓
Construction Manager	0711				✓
Display Designer/Visual Merchandiser	5243	✓		✓	
Economic Development Officers and Marketing Researchers and Consultants	4163				✓
Engineering Manager	0211				✓
Facility Operation Manager	0721			✓	✓
Financial Manager	0111			✓	✓
Information Systems and Data Processing Managers	0213				✓
Insurance, Real Estate and Financial Brokerage Managers	0121			✓	✓
Maintenance Manager	0722	✓		✓	✓
Manager in Health Care	0411			✓	✓
Managers in Publishing, Motion Pictures, Broadcasting and Performing Arts	0512			✓	✓
Managers in Social, Community and Correctional Services	0411				✓
Marketing Manager	0611			✓	✓
Market Research Analyst	4163			✓	✓
Manufacturing Manager	0911			✓	✓
Operations Manager	0122/0911			✓	✓
Operations Research Analyst	2161			✓	✓
Other Administrative Services Managers	0414			✓	✓
Other Business Services Managers	0123			✓	✓
Other Services Managers	0651	✓		✓	
Postal and Courier Services Managers	0123			✓	✓
Professional Occupations in Business Services to Management	1122			✓	✓
Property Management	1224	✓		✓	✓
Purchasing Managers and Buyers	0113			✓	✓
Restaurant and Food Service Managers	0631			✓	✓
Sales, Marketing and Advertising Managers	0611			✓	✓
Telecommunication Carriers Managers	0131				✓
Transportation Manager	0713				✓
Utilities Manager	0912			✓	✓
Volunteer Manager	4212			✓	

TRANSITIONS – Management and Marketing: Summary of Related Post-secondary Programs ★

	PUBLIC COLLEGES										APPRENTICESHIP/TRADE	PRIVATE COLLEGES					TECH. INST.	UNIVERSITIES					VOCATIONAL COLLEGES						
	Alberta College of Art & Design	Fairview College	Grande Prairie Regional College	Grant MacEwan Community College	Keyano College	Lakehead College	Lethbridge Community College	Medicine Hat College	Mount Royal College	Olds College		Red Deer College	Alberta College	Augustana University College	Canadian Union College	Concordia College	King's University College, The	North American Baptist College	Northern Alberta Institute of Technology	Southern Alberta Institute of Technology	Banff Centre	Albion University	University of Alberta	University of Calgary	University of Lethbridge	AVC - Calgary	AVC - Edmonton	AVC - Lac La Biche	AVC - Lesser Slave Lake
Accounting (certificate & diploma programs)			CD	CD		D	CD	D	CD		CD							CD	CD			C	C	C	D	C	C	C	
Administration (including Arts, Community Leadership, Construction, Early Childhood, Employee Benefits Planning, Health Services, Hotel/Restaurant, Human Resource Management & Organizational Studies, Insurance, Labour Relations, Local Government)			CD	CD			CD			CD								VC	CD	V		CB (3y)B (4y)	VCD M	C	CBM				
Advertising/Media Sales/Public Relations				D		D		D											VD										
Agriculture Business/Management		CD				D	CD			D													B		CBM				
Banking																													
Business Administration (certificate & diploma programs with various specializations)		CD	CD	C	CD	D	CD	CD	CD	D	CD	D(10 m)		D				D	CD			C			C			Cl	C
Business/Business Administration & Commerce (including degree programs in Accounting, Finance, Human Resources, Industrial & Legal Relations, International Business, Management & Marketing)			2t	2t	2t	1t	V	1t2t	2t		2t			1t	B	B2t	B						2tB (3y)	BMP hD	BMP hD	BM			
Clerical (including certificate and diploma programs in Accounting, Bookkeeping, Business Education, Clerk/Clerk Typist, Clerical Refresher & Teller Training)		D	D	CD		D	CD	D2t	D2t	CD	C2t			B				VC D	C			C			C	C	C	C	
Computer Marketing & Business Administration									D																				
Computer/Microcomputer Accounting			CD	C			C	D					1t					VC								4w		C	
Court Reporter																		D											
Management (including certificate & diploma programs in Agriculture, Business Enterprises & Self Governing Systems of Native and Metis People, Computing Science, Economics, Info Systems, Insurance, International, Labour, Management, Marketing & Tourism)		D	D	CD		D	CD	D2t	D2t	CD	C2t			B				VC D	CD	V		B	C	C	CD	V			C
Medical-Clerical/Medical Transcription				C						D		VD		C				C								C			
Office Admin./Records Management		C	CD		CD	C	C	C		C	CD							CD	C										
Real Estate Appraisal & Assessment						D				D													VC						

CODES: B Bachelor's Degree D Diploma (2 years) w weeks
M Master's Degree V Varies m months
Ph.D. Doctoral Degree 1t One-year transfer y years
C Certificate (1 year or less) 2t Two-year transfer

*Information adapted from "It's About Time: To Start Thinking About Your Future," Advanced Education and Career Development, 1995.

