

COURSE DESCRIPTIONS

Course MAM1010: Management & Marketing Basics

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

Course MAM1020: Quality Customer Service

Students identify and describe the target customer and the selling floor, including sales and nonsales activities.

Course MAM1030: Communication Strategies 1

Students improve oral and written business communications skills necessary for efficient and effective management of information. The focus is on business writing strategies and composing at the computer when preparing memorandums, e-mail messages and business letters.

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/services.

Course MAM2010: Managing for Quality

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

Course MAM2030: Promotion: Visual Merchandising

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

Course MAM2040: Retail Operations

Students identify retail operations that are typically performed off the selling floor, away from customers.

Course MAM2050: Office Systems 1

Students identify and describe strategies and procedures in the office environment and managing processes and protocols related to electronic equipment, written communication transmittal and business travelling arrangements.

Course MAM2060: Communication Strategies 2

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

Course MAM2080: Records Management 1

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

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.

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 their satisfaction.

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.

Course MAM3020: Business in the Canadian Economy

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

Course MAM3030: Business in the Global Marketplace

Students identify the opportunities and challenges that confront business people in establishing a global business operation.

Course MAM3040: Promotion: Sales Techniques

Students learn techniques for successful selling.

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.

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 design a layout for this retail store. This course focuses on students owning a retail business and learning the necessary steps for success.

Course MAM3070: Office Systems 2

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

Course MAM3080: Communication Strategies 3

Students continue to improve basic oral and written communications strategies necessary to efficient and effective management of information. Focus is on technical writing strategies and composing at the computer when preparing formal business reports and proposals.

Course MAM3090: Records Management 2

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

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.

Course MAM3120: E-commerce 3

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

