

COURSE MAM1010: MANAGEMENT & MARKETING BASICS**Level:** Introductory**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students identify basic management and marketing concepts, and describe retail merchandising strategies of value to the retail employee, manager or owner.**Parameters:** No specialized equipment or facilities.**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • relate management concepts to: <ul style="list-style-type: none"> – his or her personal life – organizations he or she is involved in – different types of businesses (large and small) • describe the characteristics of marketing and decisions made within the marketing mix 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a personal management project consisting of how people use planning, organizing, leading and monitoring skills every day when striving to achieve success in: <ul style="list-style-type: none"> – personal and family lives – local organizations including schools – local businesses. <p><i>Assessment Tool</i> <i>Presentations/Reports: Management and Marketing Projects (MAM1010–1)</i> <i>Standard</i> <i>Rating of 1 in each applicable task</i></p>	20
	<ul style="list-style-type: none"> • a marketing project consisting of selecting and/or making a product and/or a service and listing decisions that a manufacturer, wholesaler and/or retailer would make regarding product/service, price, promotion, place, consumer and competition. <p><i>Assessment Tool</i> <i>Presentations/Reports: Management and Marketing Projects (MAM1010–1)</i> <i>Standard</i> <i>Rating of 1 in each applicable task</i></p>	30

COURSE MAM1010: MANAGEMENT & MARKETING BASICS (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • describe the role of retailing: <ul style="list-style-type: none"> – in Canadian history – in Canada today – in Canada in the future • identify and analyze retail merchandising strategies used in the marketplace today • identify management and marketing careers of personal interest • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a written, oral and/or visual presentation consisting of: <ul style="list-style-type: none"> – role of retailing in the marketplace – evolution of retailing – role of technology in retailing – functions of retailing (buying, selling and merchandising). <p><i>Assessment Tool</i> <i>Presentations/Reports: Management and Marketing Projects (MAM1010–1)</i> <i>Standard</i> <i>Rating of 1 in each applicable task</i></p>	<p>20</p>
	<ul style="list-style-type: none"> • a written, oral and/or visual presentation on merchandising strategies related to product, price, service, place and promotion. <p><i>Assessment Tool</i> <i>Presentations/Reports: Management and Marketing Projects (MAM1010–1)</i> <i>Standard</i> <i>Rating of 1 in each applicable task</i></p>	<p>20</p>
	<ul style="list-style-type: none"> • a personal inventory of self to include: <ul style="list-style-type: none"> – assessment of talents and interests – exploration of management and marketing careers related to talents and interests – identification of career interests. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE)</i> <i>Standard</i> <i>Three career profiles, all sections completed</i></p>	<p>10</p>
	<ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

COURSE MAM1010: MANAGEMENT & MARKETING BASICS (continued)

Concept	Specific Outcomes	Notes
<p>Management Systems and Strategies</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define and describe past and present experiences of management: <ul style="list-style-type: none"> – personal management – management at home – management of the school – management of organizations to which he or she belongs • identify and describe the role of management in an organization: planning, organizing, leading, monitoring, communicating • identify features of different forms of business ownership; e.g., sole proprietor, partnership, corporation, franchise, cooperative, conglomerate, multinational, crown corporation. 	
<p>Marketing Systems and Strategies</p>	<ul style="list-style-type: none"> • describe his or her past or present marketing experiences • identify the importance of marketing to a market economy • analyze the relationship between satisfying consumers and making a profit • identify the components of the “marketing mix” (four Ps and two Cs) • research decisions made in each component of the marketing mix • describe the focus marketing takes for different types of businesses: <ul style="list-style-type: none"> – <i>manufacturers</i> – product and service development – <i>wholesalers</i> – marketing products and services to retailers and other businesses – <i>retailers</i> – marketing to end user (the ultimate consumer) • describe the effect marketing decisions have on society (environmental concerns, cultural issues) • differentiate between marketing and retail merchandising. 	<p>To production? to consumption?</p> <p>Can you have one without the other?</p> <p>Product, price, promotion, place, consumers, competition.</p> <p>Compare these decisions to making a cake; e.g., what happens when one of the ingredients is missing? What happens when you change an ingredient, such as vanilla, to chocolate?</p> <p>For example, reduce, reuse, recycling.</p>

COURSE MAM1010: MANAGEMENT & MARKETING BASICS (continued)

Concept	Specific Outcomes	Notes
<p>The Role of Retailing in Marketing</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • discuss the important role of retailing in Canada • describe the evolution of retailing in Canada • analyze the role of technology in the evolution of retailing including: <ul style="list-style-type: none"> – electronic banking (debit and credit cards) – home shopping – scanners/UPCs (Universal Product Codes) – improved product quality – just-in-time delivery • identify and explain the three major functions of retailers: <ul style="list-style-type: none"> – buying – selling – merchandising. 	<p>Closest link is to the consumer.</p> <p>Historical perspective (e.g., bartering and the marketplace, impact of World War I, railway and automobiles, introduction of the supermarket).</p> <p>Merchandising is having the right goods, in the right quantity, at the right price, at the right time, in the right place and ensuring consumers know about it.</p>
<p>Retail Merchandising Strategies</p>	<ul style="list-style-type: none"> • analyze and show examples of <i>product merchandising strategies</i> used to increase sales including: <ul style="list-style-type: none"> – scrambled merchandising – narrowing the product line – sampling and product demonstrations – shelf positioning (eye-level) – packaging (name, colour, size, pictures) – brand selection and identification • analyze and show examples of <i>pricing merchandising strategies</i> used to increase sales including: <ul style="list-style-type: none"> – multiple pricing – unit pricing on shelves – warehouse pricing – loss leaders 	<p>Scavenger hunt in a variety of retail stores could be used when exploring merchandising strategies.</p> <p>National brands, house brands, no name.</p> <p>Three for \$1.00.</p>

COURSE MAM1010: MANAGEMENT & MARKETING BASICS (continued)

Concept	Specific Outcomes	Notes
<p>Retail Merchandising Strategies (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze and show examples of <i>service merchandising strategies</i> used to increase sales including: <ul style="list-style-type: none"> – hours of operation – franchising—dependable, consistent – loyalty programs; e.g., points for purchases – delivery, gift wrapping, installation or repair – satisfaction guaranteed • analyze and show examples of <i>place merchandising strategies</i> used to increase sales including: <ul style="list-style-type: none"> – size of store – layout of store—commonly purchased items placed around the perimeter of the store – use of direct lighting to enhance products • analyze and show examples of <i>promotional merchandising strategies</i> used to increase sales including: <ul style="list-style-type: none"> – visual merchandising—window displays, point of purchase displays (POP) – posters and advertisements around the store that coordinate with promotional campaigns in the media – shelf cards indicating specials – packaging and labelling. 	<p>Big has lots to offer, small is specialized and knowledgeable.</p> <p>For example, produce in a supermarket.</p> <p>POP displays include end of counter, tumble (bins), multiple pricing, tie-in displays (related items).</p> <p>Pictures and graphics on packaging, brand names.</p>
<p>Careers and Opportunities</p>	<ul style="list-style-type: none"> • analyze a variety of careers available within the field of management and marketing • identify careers of interest within the field of management and marketing. 	<p>Retailing, wholesaling, manufacturing, advertising, etc.</p>

