COURSE MAM1010:   MARKETING & MANAGEMENT

Level: Introductory

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.

Outcomes: The student will:

1. **identify and describe roles and features within an organization**
    1.1 identify and describe the roles of management; e.g., planning, organizing, leading, monitoring, communicating
    1.2 describe the role and evolution of retailing in Canada
    1.3 identify and explain the functions of buying, selling and merchandising
    1.4 identify and compare features of different forms of business ownership; e.g., sole proprietor, partnership, corporation, franchise, cooperative, conglomerate, multinational, crown corporation
2. **describe the characteristics of marketing and decisions made within the marketing mix**
    2.1 identify the importance of marketing to a market economy
    2.2 analyze the relationship between satisfying consumers and making a profit
    2.3 identify the components of the "marketing mix"; e.g., four P's: product, price, promotion, place, two C's: consumers, competition
    2.4 research decisions made in each component of the marketing mix
    2.5 describe the focus marketing takes for different types of businesses including:
        2.5.1 manufacturers—product and service development
        2.5.2 wholesalers—marketing products and services to retailers and other businesses
        2.5.3 retailers—marketing to end user (the ultimate consumer)
    2.6 describe the effect marketing decisions have on society; e.g., environmental concerns, cultural issues
    2.7 differentiate between marketing and retail merchandising
3. **identify and analyze retail merchandising strategies used in the marketplace today**
    3.1 analyze the role of technology in the evolution of retailing including:
        3.1.1 electronic banking; e.g., debit and credit cards
        3.1.2 home shopping
        3.1.3 scanners/universal product codes
        3.1.4 improved product quality
        3.1.5 just-in-time delivery
    3.2 analyze and show examples of product merchandising strategies used to increase sales including:
        3.2.1 scrambled merchandising
        3.2.2 narrowing the product line
        3.2.3 sampling and product demonstrations
        3.2.4 shelf positioning; e.g., eye-level
        3.2.5 packaging; e.g., name, colour, size, pictures
        3.2.6 brand selection and identification

3.3 analyze and show examples of pricing merchandising strategies used to increase sales including:
    3.3.1 multiple pricing
    3.3.2 unit pricing on shelves
    3.3.3 warehouse pricing
    3.3.4 loss leaders

3.4 analyze and show examples of service merchandising strategies used to increase sales including:
    3.4.1 hours of operation
    3.4.2 franchising; e.g., dependable, consistent
    3.4.3 loyalty programs; e.g., points for purchases
    3.4.4 delivery, gift wrapping, installation or repair
    3.4.5 satisfaction guaranteed

3.5 analyze and show examples of place merchandising strategies used to increase sales including the:
    3.5.1 size of the store
    3.5.2 layout of the store; e.g., commonly purchased items placed around the perimeter of the store
    3.5.3 use of direct lighting to enhance products

3.6 analyze and show examples of promotional merchandising strategies used to increase sales including:
    3.6.1 visual merchandising; e.g., window displays, point-of-purchase displays
    3.6.2 posters and advertisements around the store that coordinate with promotional campaigns in the media
    3.6.3 shelf cards indicating specials
    3.6.4 packaging and labelling

4. demonstrate basic competencies
4.1 demonstrate fundamental skills to:
    4.1.1 communicate
    4.1.2 manage information
    4.1.3 use numbers
    4.1.4 think and solve problems

4.2 demonstrate personal management skills to:
    4.2.1 demonstrate positive attitudes and behaviours
    4.2.2 be responsible
    4.2.3 be adaptable
    4.2.4 learn continuously
    4.2.5 work safely

4.3 demonstrate teamwork skills to:
    4.3.1 work with others
    4.3.2 participate in projects and tasks

5. make personal connections to the cluster content and processes to inform possible pathway choices
5.1 complete/update a personal inventory; e.g., interests, values, beliefs, resources, prior learning and experiences
5.2 create a connection between a personal inventory and occupational choices