

Do you . . .

teach . . .

## Management & Marketing?

<b>CTS – Management &amp; Marketing</b>	<b>CFEE – FINLIT 101</b> <a href="https://finlit101.ca/en">(<a href="https://finlit101.ca/en">https://finlit101.ca/en</a>)</a>
<p><b><u>MAM1010: MARKETING &amp; MANAGEMENT</u></b>                      - no prerequisite</p> <p>Students identify basic management and marketing concepts and describe retail merchandising strategies of value to the retail employee, manager or owner.</p> <p><b>General Outcome 3.</b>                      Identify and analyze retail merchandising strategies used in the marketplace today</p>	<p><a href="#">1. Money Basics and The Economy</a></p> <p><a href="#">2. Setting Goals and Making Wise Consumer Decisions</a></p> <p><a href="#">3. Getting Money: Employment</a></p> <p><a href="#">4. Getting Money: Self-Employment – Are You an Entrepreneur?</a></p>
<p><b><u>MAM2080: RECORDS MANAGEMENT 1</u></b>                      - no pre-requisite</p> <p>Students evaluate and demonstrate basic records management skills for a manual records system, emphasizing alphabetic coding procedures.</p>	<p><a href="#">2. Setting Goals and Making Wise Consumer Decisions</a></p>
<p><b><u>MAM2090: PROMOTION – PRINT ADVERTISING</u></b>                      - no pre-requisite</p> <p>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.</p> <p><b>General Outcome 2.</b>                      Evaluate print advertisement.</p> <p><b>General Outcome 3</b>                      Design and create an effective print advertisement.</p>	<p><a href="#">1. Money Basics and The Economy</a></p> <p><a href="#">2. Setting Goals and Making Wise Consumer Decisions</a></p> <p><a href="#">4. Getting Money: Self-Employment – Are You an Entrepreneur?</a></p>
<p><b><u>MAM3100: PROMOTION – BROADCAST ADVERTISING</u></b>                      - no pre-requisite</p> <p>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.</p> <p><b>General Outcome 3</b>                      Design and create an effective promotional advertisement for broadcast, e.g., television, radio</p>	<p><a href="#">1. Money Basics and The Economy</a></p> <p><a href="#">2. Setting Goals and Making Wise Consumer Decisions</a></p> <p><a href="#">4. Getting Money: Self-Employment – Are You an Entrepreneur?</a></p>