Business Diploma

PLAR Candidate Guide

Prior Learning Assessment and Recognition (PLAR)
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Saskatchewan Polytechnic

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How to navigate this document

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**PLAR information for Business Diploma programs**

- (a) Courses available for PLAR
- (b) PLAR options and eligibility criteria
- (c) Dates when PLAR assessment is available
- (d) PLAR fees
- (e) Directions to arrange a PLAR consultation
- (f) PLAR contact information
- (g) Time required to complete PLAR
- (h) Course outlines and self-rating scales

**Business Diploma courses available for PLAR**

PLAR assessment has been developed for the following Business diploma program:

- 14/16 courses for Business Diploma - Accountancy
- 15/32 courses for Business Diploma - Financial Services
- 16/28 courses for Business Diploma – Human Resources
- 15/31 courses for Business Diploma - Insurance
- 15/27 courses for Business Diploma - Management
- 15/28 courses for Business Diploma – Marketing

Consult with the PLAR contact person to enquire about PLAR assessment for any remaining courses.

For Arts and Sciences (A&S) or shared courses, clicking on the course code will open the A&S PLAR Candidate Guide. Read and follow the instructions in the A&S Candidate Guide for the A&S or shared courses.

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### Business Diploma - Management Program Profile

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**PLAR options and eligibility criteria**

To be eligible for PLAR, you must first register or already be registered as a Sask Polytech student. Consult with the Business diploma PLAR contact person to discuss eligibility to PLAR a course and to determine whether or not you need to apply for admission to the program before you can PLAR the course.

**Individual course challenge**

If you have 2 years successful experience in the business field, and have learned the skills and knowledge for **one or more** of the Business diploma courses, you may apply to be assessed for each applicable course.

**Dates when Business diploma PLAR assessment is available**

PLAR challenges are currently being offered during the academic year (September to June). All PLAR assessments must be completed by June 15 of each year.
Fees for PLAR Challenges

Fees for PLAR challenges are set to cover our costs for consultation, assessment, and related administrative tasks. PLAR fees are non-refundable and non-transferrable.

The PLAR fees policy is subject to change for each new academic year. Please see the Cost section on the PLAR webpage for current fee information.

Directions to consult and register for Business diploma PLAR

1. **Review** the PLAR process and FAQs on our website and the content of this guide.

2. **Self-rate** your readiness to PLAR each course using the self-rating checklist.

3. **Print [or convert to electronic file]** the PLAR Application Form, with your personal information filled in. Also print or save the self-rating checklists for courses you want to PLAR.

4. **Contact** the Business diploma PLAR contact person by phone or email to arrange an initial consultation and approval. Bring/send a PLAR application form, your resume and completed self-ratings.

5. **Submit** your approved PLAR application form to Enrolment Services (Registration Services) and make the necessary payment for the PLAR application.

PLAR contact person for Business diploma program

Complete the following steps **before** you contact the Business diploma PLAR contact person at your campus:

- reviewed (a) **general PLAR information online** and (b) Business diploma-specific PLAR information in this guide and

- self-rated your competence level for the learning outcomes of each course you may want to PLAR (see the next page of this guide).

**Graham Chute**, Program Head
Business Diploma – Accountancy
Saskatchewan Polytechnic, Moose Jaw Campus
Phone: 306-691-8393
Email: graham.chute@saskpolytech.ca

**Morai Forer**, Program Head
Business Diploma – Financial Services
Business Diploma – Human Resources
Business Diploma – Insurance
Business Diploma – Management
Business Diploma – Marketing
Saskatchewan Polytechnic, Moose Jaw Campus
Phone: 306-691-8369
Email: morai.forer@saskpolytech.ca
**Time required to complete PLAR**

Each candidate has different experiences, the amount of time it takes to prepare and assess evidence will vary. *All assessment evidence, exams, or assignments must be completed by June 15 of each academic year so plan your application to allow sufficient time.*

**Course outlines for Business diploma courses**

This section provides an outline for each Business diploma programs course. Course learning outcomes describe the knowledge and skills that are assessed for PLAR credit.

Use the checklist provided for each course to self-rate your competence level for each learning outcome. Your self-ratings will help you estimate your readiness for PLAR.

**Resources for Business diploma courses**

Ask the PLAR contact person to recommend resources for independent learning to fill any gaps in your course knowledge.

**Steps to complete self-rating checklist**

1. Familiarize yourself with the three levels of competence listed below:

   - **Competent:** I can apply this outcome without direction or supervision.
   - **Learning:** I am still learning skills and knowledge to apply this outcome.
   - **None:** I have no knowledge or experience related to this outcome.

2. Review the learning outcomes listed on course outlines in this guide for each course.

3. Rate your level of competence for each learning outcome by placing a checkmark in the appropriate rating column.

4. Email completed checklists to the PLAR contact person to be reviewed for an initial consultation.
ACCT 136 – Automated Accounting

Using an automated accounting software package, you will learn how to enter transactions into journals (general, purchase, payments, sales, cash receipts and payroll) and ledgers (general, accounts receivable, accounts payable and payroll), learn to account for inventory, and learn to prepare banking records. You will also prepare the initial automated accounting setup for use by a company.

Credit unit(s): 4.0
Pre and Co Requisites: ACCT 105 or ACCT 122
Equivalent course(s): ACCT 136CE, COAP 137

ACCT 136 – Automated Accounting

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Enter transactions in the General Journal.
2. Enter transactions in the Purchases and Payments Journals.
3. Enter transactions in the Sales and Cash Receipts Journals.
4. Enter payroll transactions.
5. Enter inventory transactions.
7. Design an accounting system for a small business.
8. Enter payroll records.
9. Enter quotes and orders.
10. Enter banking transactions.

PLAR Assessment Methods

1. Evidence File

The candidate will need to develop an evidence file with documents including an employer validation, resume including references (include letters of reference if available), training verification and work samples. Include any other documentation that demonstrates your knowledge and skills of this course’s learning outcomes. The following must be submitted:

- Employer validation (Appendix A)
- Resume including references
- Relevant work based training or workshops attended – please include any certificates, statements of attendance, agendas or workshop outlines you may have
- Work samples – the candidate must provide printed transaction reports from 6 out of the 10 learning outcomes

All reports submitted by the candidate must be verified by the employer indicating that it was the candidate that journalized the transactions and generated the report. The candidate must be cognizant of privacy concerns and must obtain employer permission to proceed with generating work samples from the employer’s records.
If work samples cannot be provided for any of the learning outcomes, the candidate can demonstrate competency in the use of the software by completing a lab demonstration (exam).

The assessor may contact the candidate for explanation or verification of submitted evidence.

If the candidate does not possess competency in one or more of the learning outcomes identified above, or if the evidence provided is inconclusive, the candidate may be required to use the software in a lab demonstration (exam). To validate competency in one or more of the learning outcomes.

**OR**

2. **Lab demonstration (exam)**

   A 50% pass mark is required. To facilitate the demonstration, candidates will open a source company file and follow instructions to journalize source documents using the Sage 50 Accounting program. The assessor will provide information in the action plan on the mechanics of a lab demonstration.

**Resources**

ACCT 220 – Intermediate Accounting 1

You will complete an in-depth study of generally accepted accounting principles as applied to accounting for current assets, capital assets, temporary and long-term investments. Both International Financial Reporting Standards (IFRS) and Accounting Standards for Private Enterprises (ASPE) are considered as accounting standards.

**Credit unit(s):** 7.0  
**Prerequisites:** ACCT 125  
**Equivalent course(s):** ACCT 220CE, ACP 212

### ACCT 220 – Intermediate Accounting 1

**Competent:** I can apply this outcome without direction or supervision  
**Learning:** I am still learning skills and knowledge to apply this outcome  
**None:** I have no knowledge or experience related to this outcome

1. Describe the Canadian financial reporting environment.
2. Describe the foundational principles of accounting.
3. Perform the accounting process.
4. Prepare financial statements from incomplete information.
5. Perform accounting to recognize revenue from sales transactions.
6. Perform accounting for revenues from long term contracts.
7. Perform the accounting for cash.
8. Perform the accounting for accounts receivables.
10. Perform the accounting for inventories.
11. Perform the reporting of inventories in financial statements.
12. Perform the accounting for temporary and long-term investments.
13. Perform the accounting for strategic investments.
14. Perform the accounting for the acquisition and disposal of capital assets.
15. Perform the accounting for capital assets after acquisition.
16. Perform the accounting for intangible assets and good will.

### PLAR Assessment Methods

1. **Evidence file**  
   Targeted resume ([http://jobsearch.about.com/od/resumes/a/target.htm](http://jobsearch.about.com/od/resumes/a/target.htm)) to determine eligibility for a PLAR challenge.

2. **Challenge exam**  
   - Time: 3 hours  
   - Ten scenario based on problem solving questions – Given accounting situation, perform the required journal entries, calculation, and procedures

3. **Clarification interview**  
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
ACCT 221 - Intermediate Accounting 2

You will continue your studies of financial accounting begun in ACCT 220. Your studies will include current and long-term liabilities, shareholders’ equity, derivative and hybrid instruments, share-based compensation, earnings per share, accounting for corporate income taxes and pensions, leases, changes in policy, estimates and correction of errors, and preparing the statement of cash flows. Both international Financial Report Standards (IFRS) and Accounting Standards for Private Enterprises (ASPE) are considered as accounting standards.

Credit unit(s): 7.0
Prerequisites: ACCT 220
Equivalent course(s): ACCT 221CE, ACP 313

ACCT 221 – Intermediate Accounting 2

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

4. Perform accounting for de-recognition or revaluation of long-term liabilities.
6. Perform accounting for distributions to shareholders.
7. Perform accounting for derivative instruments.
10. Calculate basic earnings per share.
11. Calculate diluted earnings per share.
14. Perform accounting for capital and operating leases required for lessees.
15. Perform accounting for capital and operating leases required for lessors.
16. Perform accounting for changes in accounting policy, changes in estimates, and correction of errors.
17. Prepare statement of cash flows.

PLAR Assessment Methods

1. Evidence file
   Targeted resume (http://jobsearch.about.com/od/resumes/a/target.htm) to determine eligibility for a PLAR challenge.

2. Challenge exam
   - Time: 3 hours
   - Ten scenario based on problem solving questions – Given accounting situation, perform the required journal entries, calculation, and procedures

3. Clarification interview
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
ACCT 225 – Managerial Accounting

Your studies will provide an introduction to the fundamentals of managerial accounting. You will examine cost concepts, manufacturing accounting, cost allocation and budgeting processes, and you will be able to select appropriate managerial accounting techniques for decision making.

Credit unit(s): 5.0
Prerequisites: ACCT 122
Equivalent course(s): ACCT 225CE

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1. Apply basic cost accounting terms and concepts.
2. Apply cost flow information to financial schedules.
3. Use a basic job-order costing system.
4. Interpret costs incurred by a business organization.
5. Use Cost-Volume-Profit-Analysis as a decision-making tool.
6. Interpret financial performance measurement information to evaluate business division and investments.
7. Apply cost flow information to budget process documents.
8. Interpret variances using flexible budgeting tools.
9. Apply appropriate managerial accounting techniques for decision making in a business environment.

PLAR Assessment Methods

1. Evidence file
   Please include any work samples, validations, letters of reference, and documentation that demonstrates your knowledge and skills of this course’s learning outcomes. The following must be submitted:
   - Employer validation
   - Resume
   - Relevant work-based training or workshops – please include any certificates, statements of attendance, agendas or workshop outlines you may have
   - Work samples including:
     - Financial schedules – statements for cost of manufacturing, cost of goods sold, and income
     - Budget documents – master budget, cash budget, flexible budget
     - Income statements – contribution margin format, segmented income statements
     - Master budget for an organization/business

2. Clarification interview
   Assessor may contact candidate for explanation or verification of submitted evidence.

3. Challenge exam
   If the evidence submitted is complete or missing some skills and knowledge, candidates may be asked to write a short answer exam.
ACCT 226 – Cost Accounting 1

You will study introductory concepts of cost accounting theory and practice. You will focus on the differences between cost accounting and financial accounting, various accounting terms, an introduction to costing systems, and responsibility accounting using master and flexible budgets.

Credit unit(s): 5.0
Prerequisites: ACCT 125
Equivalent course(s): ACCT 226CE, ACP 221

ACCT 226 – Cost Accounting 1

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Explain basic cost accounting terms and concepts.
3. Use Cost-Volume-Profit Analysis as a decision-making tool.
4. Analyze cost behaviors.
5. Use a basic job-order costing system.
6. Apply job costing skills in an activity-based costing environment.
7. Prepare a Master Budget for responsibility accounting.
8. Prepare a cash budget.
9. Interpret direct cost variances using flexible budgeting tools.
10. Interpret indirect cost variances using flexible budgeting tools.
11. Prepare variables and absorption costing income statements and reconcile the differences in net income.
12. Prepare income statements under absorption costing using alternative capacity concepts for the fixed overhead rates.

PLAR Assessment Methods

1. Evidence file
   Targeted resume (http://jobsearch.about.com/od/resumes/a/target.htm) to determine eligibility for a PLAR challenge.

2. Challenge exam
   - Time: 3 hours
   - Eight problem solving questions related to cost accounting

3. Clarification interview
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
ACCT 227 – Cost Accounting 2

Your studies will be a continuation of Cost Accounting 1 (ACCT 226). You will study non-routine decision making, cost allocation theory and methods, process costing, hybrid costing systems, inventory management, and sales and input variances.

**Credit unit(s):** 5.0  
**Prerequisites:** ACCT 226  
**Equivalent course(s):** ACCT 227CE, ACP 322

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1. Use relevant cost techniques for non-routine decision making.
2. Apply product pricing techniques.
3. Allocate indirect costs to production.
4. Allocate common costs and bundled revenues.
5. Allocate costs to joint products.
6. Interpret sales and input variances.
7. Prepare cost of production reports for companies using process costing.
8. Prepare journal entries for spoilage, rework, and scrap under process costing.
9. Prepare journal entries for spoilage, rework, and scrap under job costing.
10. Prepare journal entries for costs under operating costing.
11. Prepare journal entries for costs under backflush costing.
12. Use mathematical and other statistical tools to effectively manage inventories.

**PLAR Assessment Methods**

1. **Evidence file**
   Targeted resume ([http://jobsearch.about.com/od/resumes/a/target.htm](http://jobsearch.about.com/od/resumes/a/target.htm)) to determine eligibility for a PLAR challenge.

2. **Challenge exam**
   - **Time:** 3 hours
   - **Format:** Seven scenario based problem solving questions. The questions main foci are:
     - Relevant costs ________ / 17 marks
     - Cost allocation ________ / 10 marks
     - Joint costs ________ / 15 marks
     - Operation costing ________ / 8 marks
     - Production report ________ / 16 marks
     - Backflush costing ________ / 10 marks
     - Variances ________ / 24 marks

3. **Clarification interview**
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
**ACCT 236 – Accounting Information Systems**

You will study the necessary theory and tools for understanding, analyzing, and designing computer-based accounting information systems at the introductory level. You will study the theory and participate in practical applications that support your studies as an accounting student. The course includes an introduction to the field of electronic commerce.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 125  
**Equivalent course(s):** ACCT 236CE, ACP 451

### ACCT 236 – Accounting Information Systems

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1. Analyze general systems theory and its application to an accounting information system.
2. Describe the steps in the analysis phase of system development.
3. Apply the tools and procedures used in the design phase of system development.
4. Use popular project management tools.
5. Describe the activities that occur during the implementation and operation phases of system development.
6. Analyze the technology used in the development of an accounting system.
7. Describe the control risks inherent in a computer-based system and identify control procedures that address them.
8. Explain basic e-commerce theory in the context of the accounting information system.
9. Demonstrate the application of systems theory in the development of major systems project.

### PLAR Assessment Methods

1. **Evidence file**
   
   Targeted resume ([http://jobsearch.about.com/od/resumes/a/target.htm](http://jobsearch.about.com/od/resumes/a/target.htm)) to determine eligibility for a PLAR challenge.

2. **Challenge exam**
   - Time: 3 hours
   - Flow chart symbol sheet provided
   - Two sections including:
     - 12 multiple choice
     - 22 matching
   - 8 problem solving questions from the following areas:
     - Systems Theory
     - Suggesting Controls
     - System Flowchart
     - Querying a Database
     - Gantt and PERT Charts
     - Normalizing a Database
     - Feasibility Analysis
     - E-Commerce Theory

3. **Clarification interview**
   
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
ADMN 220 – Organizational Behaviour

You will study human behaviour in organizations and develop the skills needed to deal with people at work. Your studies include content on individual behaviour, values, interpersonal relationships and communications, groups and team dynamics, organizational culture, leadership, and change. You will study these aspects of human behaviour within the context of diverse formal organizations.

**Credit unit(s):** 4.0  
**Prerequisites:** none  
**Equivalent course(s):** ADMN 220CE, BUS 182

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1. Describe organizational behaviour.
2. Discuss diversity in organization.
3. Explain how emotions shape our behavior.
4. Explain how personality and values influence behavior.
5. Discuss how perception influences the decision-making process.
6. Apply various motivational models to improve performance.
7. Demonstrate effective teambuilding skills.
8. Use the appropriate leadership style in a situation using leadership theory.
9. Explain how power and organizational politics relate to performance.
10. Explain conflict management.
11. Describe organizational culture.
12. Explain organizational change and strategies to overcome resistance to change.

**PLAR Assessment Methods**

1. **Evidence file**
   Please include any work samples, validations, letters of reference, and documentation that demonstrates your knowledge and skills of this course’s learning outcomes. The following must be submitted:
   - Employer validation (see Appendix B)
   - Resume
   - Relevant work based training or workshops – please include any certificates, statements of attendance, agendas or workshop outlines you may have
   - Statement of work value – include a 350 word paragraph that describes the importance of your work and what gives you satisfaction in your work

2. **Assignment**
   This assignment will be completed at the nearest Sask Polytech test centre. Distance candidates can make arrangements with the program to complete this assignment at their home location (please refer to Appendix B for assignment instructions). The assignment will consist of 10 multiple choice questions and the remainder of the assignment will be discussion or scenario based questions (case studies) related to organizational behaviour. You may bring your resource text into the assignment.
ADMN 224 – Entrepreneurship

You will learn the specifics of organizing and opening a small business, including legislation, licenses, types of businesses, and location. The course will end with an assignment that performs all the steps up to the opening of your business including the development of a Business Plan.

Credit unit(s): 5.0
Prerequisites: MKTG 120
Equivalent course(s): ADMN 224CE

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ADMN 224 – Entrepreneurship

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1. Describe the state of small business in Canada.
2. Analyze the potential consequences of starting a small business.
3. Analyze a small business opportunity to determine its feasibility.
5. Discuss operations and legal requirements.
6. Examine the pros and cons of different types of small business opportunities.
7. Calculate the investment required to start the small business.
8. Describe potential sources of capital.
9. Prepare a marketing plan for a small business.
10. Apply financial management systems.
11. Prepare a business plan.

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PLAR Assessment Methods

1. Evidence file
   - Completed self-audit
   - Targeted resume – a targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the course you are challenging
     - It focuses on your skills and experience, rather than on your chronological work history. Edit your existing resume so that your skills and knowledge under each job experience match the critical learning outcomes of the course
   - State your capabilities, what you can do as well as your achievements what you have done. Make sure that your statements regarding your capabilities and achievements are short and put in bullet style
   - Sample(s) of Business Plans you have developed
   - Any relevant work samples that apply to the outcomes of this course
   - Details of any workshops or any industry training in which you have participated

2. Assignment
   - Create a business plan. Instructor will share a scoring rubric and development outline when you meet with him/her.

3. Clarification interview
   - The instructor may need to contact you for clarification of submitted evidence.
ADMN 255 – Conflict Management

Your studies will focus on an introduction to conflict resolution, designed to provide you with interest-based conflict resolution models and primary interpersonal skills to handle workplace conflicts. This course is designed not only as an introduction to developing skills in managing conflict, but also providing organizational leaders with skills to manage conflict. You will obtain insights and be educated in conflict theory, negotiation strategy, needs grounding related to basic interpersonal communication and management skills, such as rapport building, empathetic listening, behaviour modeling, reframing, problem solving and decision making.

Credit unit(s): 4.0  
Prerequisites: none  
Equivalent course(s): ADMN 255CE, DRCP 221

ADMN 255 – Conflict Management

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1. Describe conflict and the environment conditions that minimize conflict.  
2. Describe and select the appropriate strategic approaches for managing conflict.  
3. Demonstrate responses to individuals at places on the response continua.  
4. Determine the ability of affected individuals to negotiate resolution to conflict.  
5. Prepare to resolve a conflict using an investigative process.  
6. Apply the elements of the collaborative discussion model.  
7. Apply appropriate strategies to conduct interest-based negotiation.  
8. Use communication skills to overcome barriers in integrative negotiations.  
9. Use mediation skills to resolve workplace conflict.  
10. Demonstrate decision-making skills to resolve conflict amongst parties.  
11. Apply the basic confrontation model to manage and diffuse direct conflict.  
12. Identify special situations in workplace conflict.

PLAR Assessment Methods

1. Evidence file  
The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will require verification/validation by present and/or past employers.

2. Interview  
You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.
ADTG 220 – Auditing

Your studies will include an introduction to auditing, its objectives and reports, the types of evidence and documentations required, the study of internal control, and audit sampling. You will study the process of the audit of revenue and collections and acquisitions and expenditures. You will acquire these skills through your participation in a combination of classroom instruction, independent learning and practical exercises.

Credit unit(s): 5.0
Prerequisites: ACCT 125
Equivalent course(s): ACP 430, ADTG 220CE

ADTG 220 – Auditing

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Describe the auditing profession.
2. Apply generally accepted auditing standards (GAAS) to various audit situations.
3. Select the correct audit report to match audit findings.
4. Describe the audit engagement.
5. Gather audit evidence.
6. Evaluate internal controls.
7. Use audit sampling techniques.
8. Audit the revenue and collection controls.
9. Perform substantive tests – revenue and collection.
10. Audit acquisition and expenditure controls.
11. Perform substantive tests – acquisition and expenditures.

PLAR Assessment Methods

1. Evidence file
   Targeted resume (http://jobsearch.about.com/od/resumes/a/target.htm) to determine eligibility for a PLAR challenge.

2. Challenge exam
   - Time: 3 hours
   - Nine scenario based on problem solving questions.
     One short answer/definition question.

3. Clarification interview
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
**FIN 220 - Finance**

You will become familiar with the role of finance and its implication for risk, income and control, credit conditions and a firm's state of liquidity. The course content includes sources of capital and corporate borrowing, cost of capital theory and optimal capital structure, and the capital budget decision-making.

**Credit unit(s):** 5.0  
**Prerequisites:** ACCT 122  
**Equivalent course(s):** ACP 475, FIN 220CE

### FIN 220 - Finance

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1. Explain the goals and functions of financial management.
2. Review accounting financial statements.
3. Conduct a financial analysis to evaluate the performance of the firm.
4. Prepare financial forecasts and plans for a business.
5. Demonstrate the effects of leveraging on financial conditions.
6. Demonstrate the effects that working capital have on financing decisions.
7. Determine current asset management from a cos/benefit approach.
8. Apply financial formulas to the costs of various sources of short-term financing.
9. Apply present value principles to calculate the time value of money.
10. Apply financial formulas to calculate values and rates of return for financial assets.
11. Determine the cost of capital.
12. Demonstrate the utilization of various models in capital budgeting decision.
13. Apply statistical formulas to assess risk in capital budgeting.
14. Discuss capital markets.
15. Describe the role of investment dealers and differences between public and private placement in investment underwriting.
16. Conduct an evaluation of factors involving financial decisions.

### PLAR Assessment Methods

1. **Evidence file**  
   Targeted resume (http://jobsearch.about.com/od/resumes/a/target.htm) to determine eligibility for a PLAR challenge.

2. **Challenge exam**  
   - **Time:** 3 hours  
   - **Format:** Part 1: Multiple choice – 37 questions – 37 marks  
     Part 2: Problems – 7 questions with multiple parts (7 x 9 each) – 69 marks

3. **Clarification interview**  
   The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
HR 230 – Talent Acquisition

Your studies will focus on the role and functions of recruitment and selection of human resource management. You will develop an appreciation for professional Talent Acquisition practices that meet Canadian legal standards. You will also develop an understanding of the essential role of sound staffing practices in relation to organizational productivity. You will recognize the constraints under which an organization operates and how it relates to the process of recruitment and selection.

Credit unit(s): 4.0
Prerequisites: none
Equivalent course(s): ADMN 230, HR 230CE

PLAR Assessment Methods

1. Evidence file
   The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will require verification/validation by present and/or past employers.

2. Interview
   You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.
**HR 231 - Strategic Compensation**

You will develop a general understanding of the processes, techniques and issues human resource professionals encounter in developing and administering a total rewards program. You will learn the strategic importance of total rewards and how its issues can impact other areas of human resources. In addition, you will gain an understanding of the impact of contemporary social trends and legislative developments that affect decision making about the design of total rewards programs.

**Credit unit(s):** 5.0  
**Prerequisites:** none  
**Equivalent course(s):** ADMN 231, HR 231CE

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**HR 231 - Strategic Compensation**

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1. Discuss effective total rewards programs.  
2. Discuss the link between total rewards systems and the key characteristics of an organization.  
3. Discuss the behavioural framework for a total rewards strategy.  
4. Discuss the components of total rewards strategy.  
5. Discuss performance pay.  
6. Develop a reward and compensation strategy.  
7. Discuss the job evaluation process.  
8. Develop a pay structure using the point method of job evaluation.  
9. Apply the key concepts of evaluating the job market.  
10. Discuss the process of aligning employee evaluation and compensation.  
11. Discuss designing performance pay plans.  
12. Discuss designing indirect pay plans.

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**PLAR Assessment Methods**

1. **Evidence file**  
The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will required verification/validation by present and/or past employers.

2. **Interview**  
You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.

3. **Challenge exam**  
You may be asked to complete a comprehensive exam which will demonstrate your knowledge and the skills related to the learning outcomes of this program.
HR 232 – Training and Development

You will analyze the strategic value of developing talent within organizations with a focus on employee training and development. Specifically, through a combined theory and hand-on approach, your studies will examine the functions of training needs analysis, training program design, the selection and application of training methods, transfer strategies, training evaluation and building employee engagement in career development.

**Credit unit(s):** 5.0  
**Prerequisites:** none  
**Equivalent course(s):** ADMN 232, HR 232CE

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**HR 232 – Training and Development**

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1. Discuss the strategic considerations of the organizational training and development process.
2. Discuss the theoretical dimensions of organizational learning.
3. Demonstrate how learning and motivation theory impact training effectiveness.
4. Perform a needs analysis in response to any given organizational concern to determine what intervention is appropriate.
5. Design the blueprint to guide the development of instruction.
6. Apply off-the-job training methods.
7. Describe on-the-job training methods.
8. Select technology-based training methods.
9. Prepare materials to deliver and implement training.
10. Select appropriate transfer methods to support the transfer of new skills to the workplace.
11. Perform a training program evaluation for any given training initiative.
12. Perform a financial cost benefit analysis for any given training program for presentation to management.
13. Discuss career development models that support organizational success.

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**PLAR Assessment Methods**

1. **Evidence file**
   The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will require verification/validation by present and/or past employers.

2. **Interview**
   You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.
HR 233 - Labour Relations

Your studies will focus on “Labour Relations”, including union certification procedures, union structure, managing in unionized environments, applicable legislation affecting labour relations, collective bargaining, dispute resolution methods, and recent developments in the labour relations field. You will be encouraged to discuss and debate labour relations issues, to critically evaluate case studies and to monitor and report on current labour relations events. Through intensive simulations and experiential exercises, you will develop practical skills and abilities to reach a collective bargaining agreement.

Credit unit(s): 4.0
Prerequisites: none
Equivalent course(s): ADMN 233, HR 233CE

HR 233 - Labour Relations

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Describe the Canadian Labour Relations (LR) environment.

2. Explain the structure, composition and “organizing challenges” of Canadian unions.

3. Explain the methods of strategically managing unionized workplaces.

4. Identify the environmental, social and political factors that affect Canadian labour relations.

5. Describe the legal framework of the Canadian collective bargaining process.


7. Differentiate key elements of the collective bargaining process.

8. Differentiate principled negotiations from positional bargaining.

9. Evaluate the results of preparation and bargaining.

PLAR Assessment Methods

1. Evidence file
   The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will require verification/validation by present and/or past employers.

2. Interview
   You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.

3. Challenge exam
   You may also be asked to complete a comprehensive exam based on the learning outcomes for this course.
HR 234 – Employee Engagement

Your studies will focus on the major influences on employee engagement and the impact on individual managers and the organization. You will examine the importance of sound employee relationship practices in the role of reaching organizational objectives. You will look at equity and fairness, the influence of culture, diversity and equity, motivation, job design principles, performance management and occupational health and safety.

Credit unit(s): 5.0
Prerequisites: none
Equivalent course(s): ADMN 234, HR 234CE

HR 234 – Employee Engagement

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1. Describe the major influences on the quality of employee engagement and the relationship of employee engagement to the achievement of organizational goals.

2. Describe the influence of organizational culture and ways that management can create and support a healthy organizational culture.

3. Describe core principles of a world class occupational health and safety system.

4. Explain the components of an internal responsibility system.

5. Describe the rights and responsibilities of workers, employers, and occupational health and safety committees.

6. Discuss the significance of following fair and equitable employment practices.

7. Discuss employee motivation and its relationship to employee engagement.

8. Discuss the influence of job design on employee engagement and the maximization of the achievement of organizational goals.

9. Discuss the importance of employee engagement in managing organizational change.

10. Discuss the employee appraisal process and managing performance.

11. Describe the role of positive political skills.

12. Demonstrate the practice of workplace ethics.

PLAR Assessment Methods

1. Evidence file
   The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will require verification/validation by present and/or past employers.

2. Interview
   You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.
HR 236 – Organizational Change

You will develop strategies and processes related to creating and fostering an evolving workplace culture that supports innovation, change, quality and learning and results in harmony between the organization’s needs and employee’s expectations while remaining consistent with the organization’s business plan in a competitive and changing environment. The course content emphasizes the importance of implementing changes in the proper sequence of events and interactions.

Credit unit(s): 4.0
Prerequisites: none
Equivalent course(s): ADMN 236, HR 236CE

HR 236 – Organizational Change

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Explore your attitude and reaction towards change management.
2. Describe how the six-images framework of change management applies to your approach to change.
3. Describe how the depth of an organizational change can impact what changes in an organization.
4. Construct an effective change vision.
5. Describe the different approaches to managing change.
6. Describe the difference between sustaining a change and initiative decay.
7. Use varied approaches to manage resistance to change.
8. Demonstrate how to be an effective change manager.

PLAR Assessment Methods

1. Evidence file
   The evidence file must include documents that demonstrate the skills and knowledge related to the learning outcomes above. These will require verification/validation by present and/or past employers.

2. Interview
   You will be required to participate in an interview with an instructor where you will be asked to demonstrate your knowledge in the above areas.

3. Challenge exam
   You may also be asked to complete a comprehensive exam based on the learning outcomes for this course.
**LAW 220 – Commercial Law**

Your studies will focus on the field of commercial law. You will examine in detail the concepts of contract law and how these concepts are influenced by various legislative acts and common law. Other legal concepts in your studies will focus on torts, agency, various forms of business organizations, the sale of goods, employment, bailments, insurance, real and intellectual property, and secured transactions.

**Credit unit(s):** 4.0  
**Prerequisites:** none  
**Equivalent course(s):** ACP 170, LAW 220CE, LAW 240

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1. Describe how laws have evolved to facilitate our society.  

2. Apply the law of torts.  

3. Determine if the elements contained within an agreement make it an enforceable contract.  

4. Demonstrate the impact of various flaws in a contract and the extent of rights associated with a contract.  

5. Demonstrate how a contract may be brought to an end.  


7. Apply the law relating to agency and employment relationships and the protection of confidential information.  

8. Apply the laws relating to sole proprietorships, partnerships, and corporations.  

9. Apply the laws relating to ownership and claims to personal and real property including bailment and insurance.  

10. Describe the law relating to intellectual property and the role of privacy acts.  

11. Apply the law relating to security for debt and the distribution of debtor’s assets in bankruptcy.

**PLAR Assessment Methods**

1. **Evidence file**  
   Please include any work samples, validations, letters of reference (if applicable), and documentation that demonstrates your knowledge and skills of this course’s learning outcomes. The following must be submitted:  
   - Employer validation checklist (Appendix C)  
   - Resume  
   - Relevant work based training or workshops – please include any certificates, statements of attendance, agendas or workshop outlines you may have  
   - Work samples

2. **Clarification interview**  
   Assessor may contact candidate for explanation or verification of submitted evidence.

3. **Challenge exam**  
   The candidate may be required to write a multiple choice exam if the evidence file work samples and relevant training do not sufficiently demonstrate knowledge and skills of the bolded critical outcomes and steps.
MKTG 221 – Relationship Selling

Your studies will focus on a comprehensive study and practice of all aspects of selling in today’s dynamic market including the essential traits of a salesperson, psychological factors, product knowledge, selling aids, making the contact, closing the sale, sales management, and selling ethics.

Credit unit(s): 4.0
Prerequisites: none
Equivalent course(s): none

MKTG 221 – Relationship Selling

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Explain selling as a profession in the technological age.
2. Explain successful selling in the changing marketplace.
3. Describe prospecting.
4. Prepare the sales call and presentation.
5. Demonstrate effective presentation openings.
6. Demonstrate elements of making a presentation including the use of emerging technologies.
7. Practice overcoming objections.
8. Practice closing the sale.
9. Describe how to complete a sales follow up.
10. Deliver a major sales presentation.

PLAR Assessment Methods

1. Evidence file
   - Resume
   - Employer validation checklist
   - Work samples documents – Sales presentation. Please refer to Appendix D for scoring guidelines for a sales presentation
     - Option 1. Video of a sales presentation completed in the workplace
     - Option 2. Complete a sales presentation for the assessor (Refer to the action plan and scoring guide in Appendix D)
   - Sales presentation assignment. Candidates will be required to plan and develop a major sales presentation using a service or product of your choice that utilizes either the interactive need-satisfaction or the problem-solution selling method. Candidates will display the proper use of persuasive communication techniques (questioning, listening, logical reasoning, suggestion, and the use of trial closes) to help uncover needs, to communicate effectively, and to finalize the sale. The sales presentation will be a minimum of 20 minutes in length.
     - Candidates will also provide a written description of methods they employ for customer follow up, i.e. phone calls, personal visits, adding clients to mailing lists, etc.
     - If applicable, any relevant documentation of completion of private training courses, non-credit courses, and/or workshops (photocopies only)
     - If applicable, any additional items to support the evidence file
MKTG 225 – Public Relations

You will learn basic public relations theory and practice including public relations writing, media relations, and crisis management. You will gain knowledge in the nature of publicity and learn how to get favorable public attention using news releases, interviews, events and press conferences. You will also study the role of the CMA (Canadian Marketing Association) in providing ethical guidelines for professional conduct, and learn about the responsibilities of working within the marketing field.

Credit unit(s): 5.0
Prerequisites: none
Equivalent course(s): none

MKTG 225 – Public Relations

Competent: I can apply this outcome without direction or supervision
Learning: I am still learning skills and knowledge to apply this outcome
None: I have no knowledge or experience related to this outcome

1. Discuss public relations and how it can add value to marketing efforts.
2. Explain the role of professionalism in marketing.
3. Explain how ethics and law apply to marketing related decision making.
4. Describe how public relations can be used to manage corporate reputation.
5. Discuss the value of a firm’s use of events and other marketing tools in achieving public relations objectives.
6. Measure the effectiveness of public relations communication objectives.
7. Examine the concept and impact of newsworthiness and attracting publicity.
8. Compose a news release.
9. Demonstrate how to prepare for a media conference.
10. Demonstrate a properly executed interview.
11. Examine the role of public relations as it relates to conflict and competition.
12. Manage a conflict situation.

PLAR Assessment Methods

1. Evidence file
   - Resume
   - Employer validation checklist (Refer to Appendix E)
   - Work sample documents – any work samples that demonstrate candidate’s knowledge and skills in the area of international business administration. For authenticity, these must be validated by his/her employer/supervisor
   - A work sample of a public relations project and a work sample of an event planning project
   - If applicable, any relevant documentation of completion of private training courses, non-credit courses, and/or workshops (photocopies only)
   - If applicable, any additional items to support the evidence file

2. Assignment
   - MKTG 225 Public Relations Plan Project
     - Prepare a Public Relations Plan for an organization you believe could use some positive public relations (e.g. your place of employment, a non-profit agency you want to volunteer for, a business you are familiar with, etc.)
3. **Challenge exam**
   - MKTG 225 Event Planning Exam
     - 2 hours
     - Open book exam
   
   *Sample Question*
   As the event planner, you will delegate some of the planning activities to committees. Identify five committees required for this event and describe their responsibilities (5 marks)
**MKTG 227 - Digital Media**

You will explore the role of digital media in the marketing and promotion strategies of a business. Your studies will examine the relationship between market research, audience identification and digital marketing strategy. You will create business content designed to create interest and engagement in a business. You will learn how to establish metrics and build assessment tools to measure the effectiveness of your digital media marketing strategy.

**Credit unit(s):** 4.0  
**Prerequisites:** none  
**Equivalent course(s):** ADMN 203, MKTG 227CE

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<table>
<thead>
<tr>
<th>MKTG 227 - Digital Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Competent:</strong> I can apply this outcome without direction or supervision</td>
</tr>
<tr>
<td><strong>Learning:</strong> I am still learning skills and knowledge to apply this outcome</td>
</tr>
<tr>
<td><strong>None:</strong> I have no knowledge or experience related to this outcome</td>
</tr>
</tbody>
</table>

1. Analyze the digital marketing environment.  
2. Describe the social media marketing planning process.  
3. Prepare target audience profile for a digital campaign.  
4. Discuss online network structure and influence.  
5. Demonstrate the use of social media communities for marketing.  
6. Create engaging digital content.  
7. Discuss social entertainment and social commerce as a method of marketing.  
8. Demonstrate the use of social media for consumer insights.  
9. Use metrics and measurement tools to evaluate the effectiveness of a digital marketing strategy.  
10. Create a digital marketing campaign.

**PLAR Assessment Methods**

1. **Evidence file**
   - Resume  
   - Employer validation checklist (Refer to Appendix F)  
   - Work sample documents – any work samples that demonstrate candidate’s knowledge and skills in the area of international business administration. For authenticity, these must be validated by his/her employer/supervisor  
   - If applicable, any relevant documentation of completion of private training courses, non-credit courses, and/or workshops (photocopies only)

2. **Structured interview**
**TAX 221 – Tax 1**

Your studies will include an introduction to the Income Tax Act including the structure of fiscal legislation, administration, and enforcement practices as they pertain to personal income tax. The course includes the calculation of taxable income, calculation of tax, and the completion of personal income tax returns.

**Credit unit(s):** 6.0  
**Prerequisites:** ACCT 125  
**Equivalent course(s):** TAX 221CE

---

<table>
<thead>
<tr>
<th>TAX 221 – Tax 1</th>
<th>Competent</th>
<th>Learning</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Competent:</strong></td>
<td>I can apply this outcome without direction or supervision</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Learning:</strong></td>
<td>I am still learning skills and knowledge to apply this outcome</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>None:</strong></td>
<td>I have no knowledge or experience related to this outcome</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Identify the residency status of an individual and the types of income each resident is to report.
3. Determine the types of income and taxable benefits that are included in net employment income for tax purposes.
4. Calculate the expenses that are deducted from employment income to arrive at next employment income.
5. Determine the personal tax credits that are allowed for different individuals.
6. Calculate personal federal and provincial taxes.
7. Calculate taxable capital gains and allowable capital losses.
8. Compute the capital cost allowance and cumulative eligible capital amounts allowed as deductions for tax purposes.
10. Compute the correct amounts to be included and deducted for property income.
11. Identify other sources of income and other deductions in the computation of Net Income.
12. Calculate the maximum contribution allowed for Registered Retirement Savings Plan (RRSP) purposes.
13. Prepare T1 returns manually and using CANTAX software.

---

**PLAR Assessment Methods**

1. **Evidence file**
   - Targeted resume (http://jobsearch.about.com/od/resumes/a/target.htm) to determine eligibility for a PLAR challenge.

2. **Challenge exam**
   - **Time:** 3 hours
   - **Format:** Seven scenario based problem solving questions
     - TAX 221 – Supplemental formula sheet is included
     - Question 1 – Prepare a T1 return (41 marks)
     - Question 2 – Net employment income (8 marks)
3. **Clarification interview**

The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
TAX 222 – Tax 2

Your studies will expand on the material covered in Taxation I (TAX 221) and you will learn the skills required to solve more complex problems for individual taxpayers. You will study the calculation of taxable income, calculation of corporate tax and the completion of corporate income tax returns.

Credit unit(s): 5.0
Prerequisites: TAX 221
Equivalent course(s): TAX 222CE

<table>
<thead>
<tr>
<th>TAX 222 – Tax 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competent: I can apply this outcome without direction or supervision</td>
</tr>
<tr>
<td>Learning: I am still learning skills and knowledge to apply this outcome</td>
</tr>
<tr>
<td>None: I have no knowledge or experience related to this outcome</td>
</tr>
</tbody>
</table>

1. Calculate capital cost allowance.
2. Calculate taxable capital gains an allowable capital losses.
3. Calculate the capital gain/loss on listed personal property and personal use property including principal residence.
4. Determine the deferral of recapture and capital gains on replacement properties.
5. Calculate net income and utilize available loss carryovers and other deductions to arrive at taxable income for individuals.
6. Determine the tax effects of transferring property to non-arm’s length individuals including a spouse.
7. Identify the residency status of a corporation and the type of income that must be reported.
8. Calculate taxable income for corporations utilizing available loss, carryovers and other deductions.
9. Compute the tax, deductions and tax credits to arrive at federal and provincial tax payable for public corporations.
10. Compute the additional tax and deductions required to calculate federal and provincial tax payable for Canadian Controlled Private Corporations.
11. Calculate the dividend refund available to a corporation.
12. Determine the tax effects on income for shareholder and corporation with regards to shareholder loans, bonuses and other payments.
13. Prepare T2 returns manually and using CANTAX software.

PLAR Assessment Methods

1. Evidence file
   Targeted resume (http://jobsearch.about.com/od/resumes/a/target.htm) to determine eligibility for a PLAR challenge.

2. Challenge exam
   - Time: 3 hours
   - Format: Seven scenario based problem solving questions (100 marks)
     - Question 1 – Reconciliation of net income (15 marks)
     - Question 2 – Capital cost (12 marks)
     - Question 3 – Foreign tax credits (22 marks)
3. **Clarification interview**

The program head of the Business Accountancy program may have to contact you or your employer to clarify eligibility for a PLAR challenge.
Appendices
Appendix A

General employer validation letter

(On employer’s business letterhead)

I have actually seen ________________ complete the tasks that I have
signed for on the competency sheet for the _________________________________ area, and
______________________________

I have confidence that he/she is competent to perform those tasks.

Name of validator: _____________________________________________________________

Employer: ________________________________________________________________

Job title: ________________________________________________________________

Telephone: _________________________  Fax: _____________________________

Email: ________________________________________________________________

General comments regarding the candidate’s performance (optional):

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

Signature: ___________________________  Date: ___________________________
Appendix B

ADMN 220 Employer/validator information sheet for evidence

(On employer’s letterhead)

I have actually seen __________________________ complete the tasks that I have
(Candidate’s name)
signed for PLAR employer validation checklist for the ADMN 220 Organizational Behaviour
course. I am confident that he/she can perform the identified factors at the skill level
indicated.

Name of validator: ____________________________

Employer: ____________________________

Job title: ____________________________

Telephone: ____________________________  Fax: ____________________________

Email: ____________________________

General comments regarding the candidate’s performance (optional):

____________________________________________________________________________

____________________________________________________________________________

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____________________________________________________________________________

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____________________________________________________________________________

Signature: ____________________________  Date: ____________________________
**Employer instructions:**

Review each of the skills and knowledge factors that are listed in the table below. Indicate with a checkmark whether the PLAR candidate can perform the factor at a “Satisfactory”, “Unsatisfactory”, or “Not Applicable” level. Add any comments that you might have to clarify your responses in the comment area. Provide your signature at the bottom of this form and complete the validator information sheet.

<table>
<thead>
<tr>
<th>Skills and knowledge</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
<th>Not applicable</th>
<th>Optional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determines goals and sets priorities</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Plans and schedules activities</td>
<td></td>
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<tr>
<td>Completes tasks within an established deadline</td>
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<tr>
<td>Solves problems and makes thoughtful and reasonable decisions, even if unpopular</td>
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<td></td>
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</tr>
<tr>
<td>Effectively uses verbal skills</td>
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<td></td>
</tr>
<tr>
<td>Effectively uses non-verbal skills</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leads discussion groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepares presentation</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Delivers presentation</td>
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<td></td>
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</tr>
<tr>
<td>Understands and works well in a diverse workplace (gender, age, race, other)</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Negotiates work tasks and assignments</td>
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<tr>
<td>Functions as an effective team member</td>
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<tr>
<td>Effectively manages conflict</td>
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<tr>
<td>Maintains good relations with others</td>
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<tr>
<td>Encourages and motivates others to accomplish tasks</td>
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<td></td>
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<tr>
<td>Monitors the performance of others when required</td>
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</tr>
</tbody>
</table>
Please complete the PLAR validation checklist for ADMN 220 – Organizational Behaviour. Verify whether the PLAR candidate has performed each of the factors, then sign below and include the letter of validation.

**Comments:**
______________________________________________________________________________
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______________________________________________________________________________
______________________________________________________________________________

Signature: ___________________________________ Date: ______________________
Exam invigilator form for Prior Learning Assessment

Please fill and return the following information with exams to your Sask Polytech PLAR contact.

Graham Chute, Program Head
Business Diploma – Accountancy
Saskatchewan Polytechnic
Moose Jaw Campus
PO Box 1420
Moose Jaw, SK S6H 4R4
Saskatchewan Polytechnic

Morai Forer, Program Head
Business Diploma – Financial Services
Business Diploma – Human Resources
Business Diploma – Insurance
Business Diploma – Management
Business Diploma – Marketing
Moose Jaw Campus
PO Box 1420
Moose Jaw, SK S6H 4R4

The exam supervisor should be a professional (teacher, RCMP, RN, secretary, clergy, etc.) and must be a non-relative.

EXAM SUPERVISOR

Name: ________________________________________________________________

Address: ___________________________________________________________________

____________________________________________________________________

____________________________________________________________________

Postal code: ___________________

Occupation: _____________________________________________________________

Place of employment: ___________________________________________________

Business phone: _________________________ Home phone: _________________

Student’s name (please print): ________________________________

Note: Please validate student’s identity. After validation, please enter your signature.

_____________________________ _______________________________
Signature of exam supervisor List course

ADMN 220 PLAR assignment
Instruction sheet for candidate

Note to candidates:

Please take careful note of the marks assigned to each of the following questions and plan your time and answers according to the value of each question. As well, when given a choice of questions, please only answer one as you will only be marked on one (refer below to number 3).

This information is included in the candidate guide so you will have more information about the assignment. You will receive the actual assignment from the program area once you have made your PLAR application.

5. Candidates are to complete the following questions:
   (a) Either question 1 OR question 2
   (b) Questions 3, 4, 5, and 6. Note that question 4 has two choices. Your assignment will be graded depending on the choice you have made.
   (c) Either question 7 OR question 8

6. Questions 1 and 2 can be done directly into the assignment booklet. The other questions must be done on the paper that has been supplied to you. Please ensure that your writing is neat and legible.

7. Assessors will only mark the first response in questions where candidates are given a choice.

8. This assignment has been developed so that candidates who have had organizational experience would be able to complete it without reference to a textbook. However, you are allowed to use your textbooks.
## LAW 220 Employer validation checklist

**Employer instructions:**

Review each of the skills and knowledge factors that are listed in the table below. Indicate with a checkmark whether the PLAR candidate can perform the factor at a “Satisfactory”, “Unsatisfactory”, or “Not Applicable” level. Add any comments that you might have to clarify your responses in the comment area. Provide your signature at the bottom of this form and complete the validator information sheet.

<table>
<thead>
<tr>
<th>Skills and knowledge</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
<th>Not applicable</th>
<th>Optional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Describe how laws have evolved to facilitate our society.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Apply the law of torts.</td>
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<td></td>
</tr>
<tr>
<td>3. Determine if the elements contained within an agreement make it an enforceable contract.</td>
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<td></td>
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</tr>
<tr>
<td>4. Demonstrate the impact of various flaws in a contract and the extent of rights associated with a contract.</td>
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</tr>
<tr>
<td>5. Demonstrate how a contract may be brought to an end.</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Apply the law relating to agency and employment relationships and the protection of confidential information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Apply the law relating to agency and employment relationships and the protection of confidential information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Apply the laws relating to sole proprietorships, partnerships, and corporations.</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Apply the laws relating to ownership and claims to personal and real property including bailment and insurance.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>10. Describe the law relating to intellectual property and the role of privacy acts.</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Apply the law relating to security for debt and the distribution of debtor’s assets in bankruptcy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Note to employer/customer verifying the critical learning outcomes for LAW 220.

Please complete the PLAR validation checklist for LAW 220 – Commercial Law. Verify whether the PLAR candidate has performed each of the factors, then sign below and include with the letter of validation.

Comments:

________________________________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________________________________

Signature: ___________________________________ Date: ___________________________
LAW 220 Employer/validator information sheet for evidence

(On employer’s letterhead)

I have actually seen ____________________________ complete the tasks that I have signed for PLAR employer validation checklist for the LAW 220 - Commercial Law course. I am confident that he/she can perform the identified factors at the skill level indicated.

Name of validator: _____________________________________________________________

Employer: __________________________________________________________________

Job title: __________________________________________________________________

Telephone: ___________________ Fax: ___________________________

Email: ______________________________________________________________________

General comments regarding the candidate’s performance (optional):

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

Signature: __________________________ Date: ________________________________
## MKTG 221 Sales Presentation scoring guide

### Rating scale

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Excellent - exceeds expectations, an exceptional job has been done</td>
</tr>
<tr>
<td>4</td>
<td>Very good - work above and beyond minimal expectations, a substantial effort is demonstrated</td>
</tr>
<tr>
<td>3</td>
<td>Meets expectations - the work has covered all aspects of the requirements for the presentation</td>
</tr>
<tr>
<td>2</td>
<td>Limited - in some areas the work does not meet the requirements of the assignment</td>
</tr>
<tr>
<td>1</td>
<td>Insufficient - applicant has not completed a large part of what was required in the area</td>
</tr>
<tr>
<td>0</td>
<td>Not present - there is no indication of the evaluation area being covered</td>
</tr>
</tbody>
</table>

### Categories

<table>
<thead>
<tr>
<th>Categories</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approach</strong> - Approach the customer and establish rapport. Use open questions to uncover their needs. With repeat or business clientele, be thoroughly acquainted with information from your previous encounters.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td><strong>Presentation</strong> - Incorporate the effective use of visual aids, demonstrations, technology and cross selling.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td><strong>FABS</strong> - Features, Advantages, and Benefits of products/services. Tailor your presentation to sell the benefits your product has that meet the needs of the customer. Be able to compare the features of competitor’s products and explain the advantages of yours.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td><strong>Objections</strong> - Effectively address each objection your customer raises before moving on in your presentation. Use the following four steps: (1) acknowledge the buyer's viewpoint, (2) identify the problem and clarify the concern, (3) meet the objection, and (4) trial close.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td><strong>Closing the sale</strong> - Tailor your close to each prospect’s personality and see the situation from the prospect's viewpoint. Constantly look and listen for buying signal from your prospect to know when to close. Ask for the sale.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td><strong>Overall impression</strong> - Stay professional, don't become flustered, be pleasant to deal with and let the customer know you will be available for assistance. Depending on the situation, ask for referrals. Show appreciation for the prospect’s time and business.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 1 2 3 4 5</td>
</tr>
</tbody>
</table>

Total mark out of 30

/30
The PLAR candidate will submit the evidence file to the content assessor following the self-audit meeting. Through collaboration the assessor and the candidate will determine time lines and process for submitting the evidence file. It is important that the candidate clearly understands time frame expectations. Once an assessor has evaluated the evidence file, a follow-up interview in person or by distance may be required to clarify any submissions. The assessor may also decide after evaluating the evidence file that learning gaps exist and therefore require further demonstration of learning. Demonstration of further learning may require additions or modifications to evidence file or completion of one or more of the assignments as described in Option two.

The candidate will be expected to bring a completed MKTG 221 PLAR self-audit.

Factors to address:
- Preparation time allowed for challenge
- Completion date
- Evaluation process
- Approximate timelines for completion of marking
- Location of examination
- Test centre contact information if needed
- Any distance accommodations
- Any equity accommodations
- Contact information and mailing address for submission of evidence
### Appendix E

#### MKTG 225 Employer validation checklist

**Business Marketing**  
Name: ____________________________________________

**MKTG 225**  
Student ID: _______________________________________

**Public Relations**  
Date: _____________  Completion Date: _____________

Employer/PLAR candidates for the challenge of MKTG 225 must have this form completed by their direct supervisor/employer. The supervisor/employer is responsible for ensuring the employer validation checklist accurately reflects your abilities in each area identified.

**Directions:**  
On the following page(s) there is a list of skill and knowledge factors that the employee is required to achieve in completing MKTG 225. Please validate the employee/candidate’s performance by placing a check mark (✔) in the appropriate column. Add any clarifications/observations in the “Optional Comments” section. Sign and date below.

<table>
<thead>
<tr>
<th><strong>MKTG 225 – Public Relations</strong></th>
<th>Mastery</th>
<th>Competent</th>
<th>Functional</th>
<th>Learning</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mastery:</strong></td>
<td>I am able to demonstrate it well enough to teach it to someone else.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Competent:</strong></td>
<td>I can work independently without supervision to apply the outcome.</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Functional:</strong></td>
<td>I need some assistance in using the outcome.</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Learning:</strong></td>
<td>I am developing skills and knowledge for this area.</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>None:</strong></td>
<td>I have no experience with the outcome.</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

1. **Discuss public relations and how it can add value to marketing efforts.**
   - Define public relations and how it differs from other marketing communications activities
   - Recognize the components of public relations

2. **Explain the role of professionalism in marketing.**
   - Define professionalism
   - Identify the characteristics of professionalism in the workplace
   - Discuss professionalism as it relates to marketing

3. **Explain how ethics and law apply to marketing related decision making.**
   - Define ethics and its relevance for marketing professionals
   - Discuss the role of the CMA (Canadian Marketing Association) in providing ethical guidelines
   - Discuss defamation, employee and privacy rights, copyright and trademark laws

4. **Describe how public relations can be used to manage corporate reputation.**
   - Explain how media relations, customer relations, employee relations and investor relations foster corporate health
   - Discuss how public relations tactics can effectively support marketing objectives of a business
   - Describe how environmental relations and corporate philanthropy have a positive impact on the public image of a corporation

5. **Discuss the value of a firm's use of events and other marketing tools in achieving public relations objectives.**
### MKTG 225 – Public Relations

<table>
<thead>
<tr>
<th>Mastery:</th>
<th>Competent:</th>
<th>Functional:</th>
<th>Learning:</th>
<th>None:</th>
</tr>
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<tbody>
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- Discuss the characteristics of the Internet that make it a powerful public relations tool
- Identify social media tactics and how they are being used in public relations
- Describe the types of events public relations professionals can use to meet objectives

6. Measure the effectiveness of public relations communication objectives.

- Identify the steps of effective public relations
- Discuss the goals of public relations communication
- Describe the methods used to measure the effectiveness of public relations programs
- Use a method to measure the effectiveness of a public relations campaign

7. Examine the concept and impact of newsworthiness and attracting publicity.

- Discuss the role mass media plays in shaping public opinion
- Recognize the factors that influence message reception, comprehension, retention, credibility and adoption
- Describe the factors in persuasive communication
- Identify elements that make a story newsworthy
- Discuss methods and tactics for pitching stories to connectors

8. Compose a news release.

- Discuss the use of news releases as a public relations tactic
- Describe how media advisories, fact sheets, and media kits are used in public relations
- Identify the components of a news release
- Write a press release

9. Demonstrate how to prepare for a media conference.

- Discuss when it is necessary to hold a media conference
- Discuss locations and format for media conferences
- Identify media considerations for a press conference
- Demonstrate how to prepare for a media conference

10. Demonstrate a properly executed interview.

- Describe how to prepare for an interview
- Discuss practice techniques for interviews
- Demonstrate a properly executed interview

11. Examine the role of public relations as it relates to conflict and competition.

- Discuss the role of public relations in managing conflict
- Describe the factors that affect conflict management
- Identify the elements of the conflict management life cycle
- Recognize how early issue identification can help prevent a crisis

12. Manage a conflict situation.
**MKTG 225 - Public Relations**

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</tbody>
</table>

- Recognize when a conflict situation may arise
- Determine the options for handling the conflict situation
- Communicate your message to the public

**Note:** The employer/supervisor may be contacted by the Saskatchewan Polytechnic assessor to confirm/clarify information provided.

**Optional Comments:**
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**Employee Information (please print)**

Dates of employment: _______________________ to ________________________ (dd/mm/yy) to (dd/mm/yy)

Employment description:

- [ ] Full-time  Hours per week: ____________
- [ ] Part-time  Hours per week: ____________

Position(s) held: _______________________________________________________

**Candidate Information (please print)**

Name: _____________________________________  Student number:  __________________

I affirm that I am the person who has performed those items checked on this checklist. I acknowledge that the performance checklist used are solely for the purpose of skills assessment for the Saskatchewan Polytechnic Business Marketing requirements, and are not intended to replace or modify company operating or safety procedures, and may not be appropriate for use in all circumstances.

PLAR candidate’s signature: ____________________________  Date:  ___________________

**Employer/Supervisor’s Information (please print)**

Name: _____________________________________________  Phone:  ___________________

Organization/employer: ____________________________________________________________________

Address: ________________________________________________________________________________

I affirm that I am the person who has administered this checklist, and that I have conducted this candidate’s skills assessment with integrity. I also affirm that the above name candidate is the person whose performance I evaluated, and that the above named person performed the checked tasks at the indicated level without assistance from me or any other person.

Employer/supervisor’s signature: ____________________________  Date:  ___________________
Format

1. Situation (10 marks)

   A. Define the situation that requires this campaign plan to be developed. Traditional situations that often prompt the development of PR programs are:

      9. The organization must conduct a remedial program to overcome a problem or negative situation;

      10. The organization needs to conduct a specific one-time project to launch a new product or service; or

      11. The organization wants to reinforce an ongoing effort to preserve its reputation and public support

   In defining the situation, identify the factors you think are contributing to it and what the main obstacles might be. Then, write a positioning statement for the organization, meeting all of the criteria described in Chapter 2. Frame the boundaries of your plan by affirming where the organization stands relative to its competitors in the eyes of the consuming public, and identify what difference you intend to make with your plan. (5 marks)

   B. Conduct a SWOT analysis, identifying the organization’s current strengths and weaknesses as well as external opportunities and threats. Your plan should identify public relations strategies to address the current situation outlined earlier. (5 marks)

   Note: Relevant research is often included as part of the situation and should be located in the appendix.

2. Objectives (15 marks)

   Identify your campaign purpose by outlining three specific objectives of your public relations plan. Objectives should be stated in terms of outcomes of your plan, not the tactics you will engage to achieve the objectives. Also, objectives can be either informational or motivational and should complement and reinforce the organization’s objectives.

   Make sure your campaign objectives are SMART – specific, measurable, attainable, realistic and time bound.

3. Target Audience (10 marks)

   Identify three potential market segments for the organization (using geographic, demographic and psychographic descriptions). Then, from those three, narrow the list to one target audience taking into consideration the five criteria for effective target segmentation selection (from Chapter 4). Provide a brief explanation as to why you chose the one you did, why you disqualified the others, and, if you combined them, why.

   Develop a detailed list of the connectors (media and non-media) who reach these consumers and briefly explain why you have chosen each one.

4. Strategy and Tactics (50 marks)

   With your positioning statement in mind, develop three key messages you will deliver. Be sure the messages are ones that your connectors would find valuable and that would also effectively translate to your target audience to meet your campaign/plan objectives. Then, identify three strategies (broad statements describing how your objectives will be achieved) and, under each strategy, several tactics (the nuts-and-bolts of the plan i.e., the marketing communications mix) you will employ.
Your tactics must include at least but not limited to the following, to be included in your appendix:

12. Backgrounder and fact sheet on the organization
13. One to two page organizational success story
14. One to two page outline of a special event (include event format, venue, invitees, takeaway and strategy for recapping the event)
15. Press release to announce the special event included in a complete press kit

Keeping your target audience in mind, include the types of reference groups you might use to reach your audience, as well as the experts and opinion leaders who may influence them. Your plan must also include the use of social media.

5. **Evaluation** (5 marks)

Describe how you plan to evaluate/measure the results of your campaign. This section should restate the objectives and then name the methods used to evaluate them (both quantitative and qualitative). How would you follow up on campaign successes? How would you respond to identified campaign weaknesses?

Your plan should end with a one to two paragraph conclusion.

6. **Appendix** includes relevant research and documents that support your plan. (5 marks)

7. **Format** includes a title page, table of contents, conclusion and appendix. Marks will be lost for spelling and grammatical errors. Be sure to PROOFREAD!! (5 marks)

__________ / 100 marks
### Expectations

<table>
<thead>
<tr>
<th>Expectations</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total marks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Situation</strong> is complete and clearly identifies:</td>
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<td></td>
<td></td>
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<td>5</td>
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|   a) the problem, if any, with the image of the organization you have selected *and*  
   b) the factors you believe are contributing to this image               |   |   |   |   |   |   |             |
|    A discussion on the current public image of the organization and the new public image you intend to build through your plan is included. You will describe what difference you intend to make and included a positioning statement (three sentence, maximum) |   |   |   |   |   |   |             |
| **2. SWOT Analysis** identifies the BCP’s current strengths and weaknesses as well as external opportunities and threats (5 marks) |   |   |   |   |   |   | 5           |
| **3. Objectives** section identifies the purpose of the plan along with three specific objectives in achieving it. Objectives are stated in terms of outcomes and are **SMART** – specific, measurable, attainable, results-oriented and time-bound (15 marks) |   |   |   |   |   |   | 15          |
| **4. Target audience** section is identified demographic, psychographic, geographic and behavioral criteria to define three potential market segments for the organization.  
    From the three potential market segments, the list has been narrowed to one target audience, taking into consideration the five criteria for effective target segmentation selection.  
    An explanation is provided as to why you chose to keep the one you did, why you disqualified those you eliminated, and if you combined them, why.  
    A number of media, groups, and individuals who would be appropriate connectors for the organization are identified along with a brief explanation as to why they were chosen (10 marks) |   |   |   |   |   |   | 10          |
| **5. Strategies and Tactics** section clearly identifies:                   |   |   |   |   |   |   |             |
|    **Three strategies** that set the direction of your campaign and **three key messages** you plan to deliver to your target audience and connectors (5 marks) |   |   |   |   |   |   | 5           |
|    The specific tactics you plan to use under each strategy (ensuring they fit your target audience and campaign objectives), including but not limited to the following: |   |   |   |   |   |   |             |
|    a) Backgrounder and fact sheet on the organization (5 marks)            |   |   |   |   |   |   | 5           |
|    b) Create one to two page organizational success story that contains a newsworthy elements (5 marks) |   |   |   |   |   |   | 5           |
|    c) Your one to two page outline of special event includes event format, venue, invitees, suggested takeaway and a strategy for recapping the event (10 marks) |   |   |   |   |   |   | 10          |
|    d) press releases to announce the special event is well written, identifies the 5Ws and H in the first two paragraphs, and is newsworthy. Your press kit is |   |   |   |   |   |   | 10          |
Expectations | 0 | 1 | 2 | 3 | 4 | 5 | Total marks
--- | --- | --- | --- | --- | --- | --- | ---
complete and contains all the elements essential to the event (10 marks) e) You have identified **an additional three tactics** (under each strategy) involving a variety of methods to reach your target audience with key messages (10 marks) f) The types of reference groups you might use to reach your audience are acknowledged, as well as experts and opinion leaders who may influence them. You have also identified the use of social media in one or more of your tactics (5 marks) Supporting documents and materials are included in your appendix. 6. **Evaluation** section includes a description of how the results of your campaign will be measured (both quantitative and qualitatively), how the success (or failure) of the campaign will be interpreted, and a mechanism of providing feedback for future goals (5 marks) 7. **Appendix** includes relevant research and documents that support your plan (5 marks) 8. **Format.** Report is well organized, formatted and easy to follow. You have included a title page, table of contents, conclusion and appendix. Section headings are used to promote readability and ease of understanding. Report is neat and free of spelling and grammatical errors (5 marks) **Total marks** | | | | | | | **100**
## MKTG 227 Employer validation checklist

<table>
<thead>
<tr>
<th>Business Marketing</th>
<th>Name: ___________________________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 227</td>
<td>Student ID: ____________________________________</td>
</tr>
<tr>
<td>Digital Media</td>
<td>Date: ____________ Completion Date: ____________</td>
</tr>
</tbody>
</table>

Employer/PLAR candidates for the challenge of MKTG 227 must have this form completed by their direct supervisor/employer. The supervisor/employer is responsible for ensuring the employer validation checklist accurately reflects your abilities in each area identified.

### Directions:

On the following page(s) there is a list of skill and knowledge factors that the employee is required to achieve in completing MKTG 227. Please validate the employee/candidate’s performance by placing a check mark (✔) in the appropriate column. Add any clarifications/observations in the “Optional Comments” section. Sign and date below.

### MKTG 227 – Digital Media

| Mastery: I am able to demonstrate it well enough to teach it to someone else. | Competent: I can work independently without supervision to apply the outcome. | Functional: I need some assistance in using the outcome. | Learning: I am developing skills and knowledge for this area. | None: I have no experience with the outcome. |

1. Discuss the importance of traditional digital marketing.
2. Differentiate between marketing and digital marketing.
3. Discuss social issues related to digital marketing.
4. Describe social media marketing strategies.
5. Describe the relationship between target audiences and digital marketing platforms.
6. Analyze social media and internet tools to identify the market, audience, and strategy to communicate as an enterprise.
7. Create business narratives and talk-able moments for digital marketing platforms.
8. Design digital marketing strategy.
9. Evaluate metrics and measurement tools to evaluate the effectiveness of a digital marketing a strategy.
10. Evaluate an organization’s digital marketing engagement strategy and feedback loop.

### Note:
The employer/supervisor may be contacted by the Saskatchewan Polytechnic assessor to confirm/clarify information provided.
Optional Comments:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Employee Information *(please print)*

Dates of employment: ______________________ to ______________________ (dd/mm/yy)

Employment description:  ☐ Full-time  Hours per week: ____________
☐ Part-time  Hours per week: ____________

Position(s) held:  ________________________________________________________________

Candidate Information *(please print)*

Name:  _____________________________________  Student number:  _________________

I affirm that I am the person who has performed those items checked on this checklist. I acknowledge that the performance checklist used are solely for the purpose of skills assessment for the Saskatchewan Polytechnic Business Marketing requirements, and are not intended to replace or modify company operating or safety procedures, and may not be appropriate for use in all circumstances.

PLAR candidate’s signature:  ____________________________  Date:  ___________________

Employer/Supervisor’s Information *(please print)*

Name:  _____________________________________________  Phone:  _________________

Organization/employer:  _________________________________________________________

Address:  _____________________________________________________________________

I affirm that I am the person who has administered this checklist, and that I have conducted this candidate’s skills assessment with integrity. I also affirm that the above name candidate is the person whose performance I evaluated, and that the above named person performed the checked tasks at the indicated level without assistance from me or any other person.

Employer/supervisor’s signature:  ________________________  Date:  ___________________