



Human Resources Management Certificate

PLAR Candidate Guide

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Prior learning credit options at Saskatchewan Polytechnic

See [Get Credit for What you Know](#) for important information about all options to get credit for prior learning at Sask Polytech, including PLAR, transfer credit, Canadian Armed Forces credit, and equivalency credit.

How to navigate this document

This document contains links to other document sections or webpages. To return to where you were from another section in this document, press the *ALT* key and *left arrow* key at the same time. To return to this webpage from another webpage, close the other webpage or click back on the browser tab for this document.

Contents of this guide

This guide contains the following specific PLAR information and tools for this program

- A. [PLAR fees](#)
- B. [PLAR eligibility and options](#)
- C. [Dates when PLAR assessment is available](#)
- D. [Special directions for this program](#)
- E. [PLAR contact person](#)
- F. [Self-rating course outlines](#)

A. PLAR fees

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.

B. PLAR eligibility and options

To be eligible for PLAR for courses in this program, you must first apply for admission and be accepted into the program. You must also consult with the [PLAR contact person](#) and be approved for PLAR assessment.

Course pre-requisites and co-requisites

Some courses have one or more other courses that must be completed first (pre-requisite) or at the same time (co-requisite). See [course outlines](#) in this guide to identify any pre- or co-requisites for each course. Discuss with your [PLAR contact person](#) how to deal with courses with co-requisites.

Block assessment

Some programs may assess a cluster of courses together in one block, which may save you time and effort. Ask the [PLAR contact person](#) whether there are any block assessment options in this program.

C. Dates when PLAR assessment is available

PLAR assessment for this program is available from Sept 1 to June 15 in each academic year.

All PLAR assessment must be completed by June 15 of each academic year.

D. Special directions for this program

1. **Review** the [PLAR process and FAQs](#) and the information in this guide.
2. **Self-rate** your learning for each course using the [Course Outlines](#) in this guide.
3. **Consult** with the [PLAR contact person](#) for PLAR approval. Be prepared to provide your resume, course self-ratings (see [section F](#)), and a partially completed [PLAR application](#). If you are approved for PLAR, the contact person will sign your PLAR application and explain next steps.
4. **Apply** for admission to the program. See [directions](#) for applying.
5. **Register** for PLAR at Registration Services once you have signed approval on your [PLAR Application Form](#). The PLAR fee will be added to your student account.
6. **Finalize** a detailed Assessment Plan with your assigned assessor.
7. **Complete** assessment before your PLAR registration expires.

E. PLAR contact person

Contact the person below to arrange a consultation **after** you have read this guide and [general PLAR information](#) **and** rated yourself for each course (see next session). Consultation may be by phone, online, or in person. Be prepared to provide your resume, course self-ratings, and a partially completed [PLAR application](#). If agreement is reached to go ahead with PLAR, the contact person will sign approval on your PLAR application and explain the next steps. Admission to the program is required before you can register for PLAR.

Holly Stirton, Program Head

Saskatchewan Polytechnic, Moose Jaw Campus

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F. Self-rating course outlines

Clicking on a course code below opens a page where you can rate yourself on the knowledge and skills assessed for PLAR credit. For Arts & Sciences courses, clicking on the course code opens another PLAR guide. The [PLAR contact person](#) for this program will refer you to another person to discuss PLAR for courses delivered by Arts & Sciences or another program/department.

COURSE CODE	COURSE NAME	Delivered by another department/program
ACCT 122	Introductory Financial Accounting 1	
ADMN 220	Organizational Behaviour	
ADMN 255	Conflict Management	
HR 120	Introduction to Human Resources Management	
HR 225	Strategic Human Resources Management	
HR 226	Foundations of Talent Acquisition	
HR 227	Talent Selection	
HR 228	Training and Development Foundations	
HR 229	Training and Development Delivery	
HR 231	Strategic Compensation	
HR 233	Employee and Labour Relations	
HR 234	Creating Healthy Organizations	
Electives (2 of 8)		
ADMN 206	Leadership Development	

COURSE CODE	COURSE NAME	Delivered by another department/program
ADMN 209	Organizational Change	
ADMN 224	Entrepreneurship	
BCOM 105	Business Communications	
MGMT 214	Project Management	
MKTG 223	Marketing Research	
MKTG 225	Public Relations	
MKTG 227	Digital Marketing	

ACCT 122 - Introductory Financial Accounting 1

Your studies will focus on an introduction to financial accounting designed to provide you with accounting skills to handle business transactions. The course will include bookkeeping techniques, accounting for a merchandising concern and control over cash and receivables. ACCT 122 is a companion to ACCT 125 (Introductory Financial Accounting 2) which continues the study of basic financial accounting.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe accounting and its uses.			
2. Apply the "Accounting Equation" to business transactions.			
3. Prepare business transactions for a service company.			
4. Prepare period-end adjustments.			
5. Implement period-end accounting procedures.			
6. Demonstrate accounting for a merchandising company.			
7. Apply alternative methods of valuing inventories.			
8. Apply procedures for internal control over cash.			
9. Prepare transactions relating to receivables.			
10. Describe ethical accounting practices.			

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 behavior within the context of diverse formal organizations.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe organizational behaviour.			
2. Describe organizational culture.			
3. Discuss diversity in organizations.			
4. Explain how emotions shape our behaviour.			
5. Explain how personality and values influence behavior.			
6. Discuss how perception influences the decision-making process.			
7. Apply various motivational models to improve performance.			
8. Demonstrate effective teambuilding skills.			
9. Use the appropriate leadership style in a situation using leadership theory.			
10. Explain how power and organizational politics relate to performance.			
11. Explain conflict management.			
12. Explain organizational change and strategies to overcome resistance to change.			

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
Corequisites: none
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe conflict and the environmental conditions that minimize conflict.			
2. 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 negotiations.			
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.			

HR 120 – Introduction to Human Resource Management

Your studies will focus on an overview of human resource management and practices. You will discuss and apply the concept of job analysis: planning, recruiting, and selection processes; training, developing and compensation considerations, and management performance and labour relations. You will discuss employee and organizational ethics throughout the course, and your studies will emphasize the use of human resource management to achieve high organizational performance.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe how an organization utilizes various systems and the management of human resources to achieve its objectives.			
2. Explain the legal and ethical responsibilities of both an organization to its employees and the employees to the organization.			
3. Apply the concepts of analyzing work and designing jobs.			
4. Discuss the process for planning and recruiting a representative workforce to meet an organization's strategy.			
5. Describe the elements of the selection process.			
6. Explain how training and development can impact employee and organizational effectiveness.			
7. Explain how performance management contributes to organizational efficiency and effectiveness.			
8. Describe the strategies of the total rewards model that is designed to attract, motivate and retain employees.			
9. Discuss the employment relationship in a unionized setting.			
10. Explain the contributions and effectiveness of human resource management on a high-performance organization.			

HR 225 - Strategic Human Resources Management

Your studies will focus on developing and integrating human resource management (HRM) practices to further the organization's strategic direction. The course addresses human resource (HR) forecasting and planning, strategic approaches to other human resource management functions, creating learning organizations, diagnosing, and analyzing organizational change, legal requirements, and current HRM issues. You will gain a holistic understanding and practical application of various strategic tools related to an organization's human resources function.

Credit unit(s): 4.0
Prerequisites: HR 120
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
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.	Demonstrate the practicalities of designing and implementing human resource strategies.			
2.	Create strategies for improving organizational effectiveness.			
3.	Demonstrate the necessary leadership capabilities to accomplish systemic change.			
4.	Apply learning organization concepts.			
5.	Use analytical skills in making human resource management decisions using financial and operating information.			
6.	Demonstrate tools to increase resilience, creativity and performance for individuals and organizations by using a coaching approach.			
7.	Apply legal requirements as they pertain to HR policies and practices to promote organizational values and manage risk.			
8.	Develop a workforce plan by identifying current and future talent needs to support the organization's goals and objectives.			
9.	Apply knowledge of strategic human resource management to real and simulated work settings.			

HR 226 - Foundations of 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.

Credit unit(s): 3.0
Prerequisites: none
Corequisites: HR 227
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe the talent acquisition process.			
2. Explain the importance of valid and reliable tools and processes used in talent acquisition.			
3. Describe the legal issues that affect the practice of talent acquisition in Canada.			
4. Illustrate the general process as well as the importance of job analysis and job descriptions relative to talent acquisition.			
5. Demonstrate how to develop an applicant pool using a variety of sourcing techniques and approaches.			

HR 227 - Talent Selection

Your studies will focus on the practical application of creating resumes, screening candidates and interviewing candidates. You will also learn about legal and ethical considerations regarding selection and recruitment. Finally, you will have an opportunity to practice your skills in a mock interview setting.

Credit unit(s): 3.0
Prerequisites: none
Corequisites: HR 226
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Construct a professional resume using accomplishment-based statements.			
2. Demonstrate network recruiting.			
3. Practice screening applicants while respecting ethical and legal considerations.			
4. Discuss selection tests and the technical, ethical, and legal requirements governing them.			
5. Practice the interview process.			
6. Practice the termination process.			

HR 228 - Training and Development Foundations

Through a combined theory and hands-on approach, you will analyze the strategic value of developing talent within an organization. You will leverage an instructional design model to determine a training need, design an effective training program and consider effective training program evaluation techniques.

Credit unit(s): 3.0
Prerequisites: none
Corequisites: HR 229
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Discuss the strategic considerations of the training and development process.			
2. Describe career development models that support organizational success.			
3. Demonstrate how learning and motivation theories impact training effectiveness.			
4. Explain instructional design models.			
5. Perform a needs analysis.			
6. Design a blueprint to guide the development and evaluation of instruction.			

HR 229 - Training and Development Delivery

Through a combined theory and hands-on approach, you will leverage an instructional design model to develop, deliver and evaluate a training program based on an established training program design. Specifically, you will consider different training methods and different techniques for training delivery to align with a business need and the needs of learners. You will also develop and conduct training evaluations.

Credit unit(s): 3.0
Prerequisites: none
Corequisites: HR 228
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
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 off-the-job training methods.			
2.	Develop tools to support effective on-the-job training.			
3.	Describe training technology principles and techniques.			
4.	Prepare materials to deliver and implement training.			
5.	Perform a training program evaluation.			
6.	Perform a financial cost-benefit analysis.			

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): 4.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Discuss effective total rewards programs.			
2. Align total rewards with organizational strategy.			
3. Apply the principles of employee motivation in the development of a total rewards strategy.			
4. Discuss the components of a compensation strategy.			
5. Explain the compensation strategy component options.			
6. Explain the compensation strategy formulation process.			
7. Apply job market information in the design of a compensation system.			
8. Develop a pay structure using the point factor job evaluation method.			
9. Explain the important factors in implementing performance pay and benefit plans.			

HR 233 - Employee and 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
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
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.			
6.	Examine commonly bargained elements of a collective agreement.			
7.	Differentiate key elements of the collective bargaining process.			
8.	Differentiate principled negotiations from positional bargaining.			
9.	Evaluate the results of preparation and bargaining.			

HR 234 - Creating Healthy Organizations

Your studies will focus on the major influences of 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. The course content includes equity and fairness, the influence of culture, diversity and equity, motivation, job design principles, performance management, occupational health and safety and workplace mental health.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe the major influences on the quality of employee engagement and the relationship of healthy organizations and its achievement of its 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 program.			
4. Use elements of the Mental Health Commission of Canada’s National Standard to create a mentally healthy organization.			
5. Discuss the influence of job design and technology on employee engagement and the achievement of organizational goals.			
6. Create an employee engagement action plan using survey data.			
7. Examine the concept of human experience management and its correlation to healthy organizations.			
8. Examine employee performance management trends.			
9. Apply workplace ethics in various scenarios.			

ADMN 206 - Leadership Development

Through obtaining an understanding of organizational and personal leadership principles and practices, you will develop your own philosophies about leading and following in the workplace. Additionally, you will have the opportunity to pursue your own leadership development through self-reflection and the development of a leadership development action plan. Key topics include: strengths-based leadership, leadership ethics, embracing diversity and inclusion, developing core leadership skills, developing others, and empowering followers.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Discuss leadership theories, traits, and styles.			
2. Explain the concept of strengths-based leadership.			
3. Discuss the role of leadership ethics in the workplace.			
4. Explain strategies for developing core leadership skills.			
5. Implement a leadership vision.			
6. Apply principles of developing people.			
7. Apply leadership strategies for embracing diversity and inclusion.			
8. Apply leadership strategies to establish a constructive climate.			
9. Implement leadership strategies to empower followers.			

ADMN 209 - 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 change in the proper sequence of events and interactions.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Discuss your attitude and reaction towards change management.			
2. Describe how the six-images framework of change management applies to your approach to change.			
3. Explain 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.			

ADMN 224 - Entrepreneurship

You will develop an understanding of entrepreneurial practice and the entrepreneurial mindset, as well as apply frameworks for ideation and innovation. Through the use of the Business Model Canvas, you will transform a small business opportunity into a feasible business model. You will then synthesize your knowledge and experience in a variety of management disciplines to prepare and present a comprehensive business plan.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe entrepreneurial practice and the entrepreneurial mindset.			
2. Describe the state of small business in Canada.			
3. Apply theories and frameworks for ideation and innovation.			
4. Examine a small business opportunity to determine its feasibility.			
5. Apply the Business Model Canvas to a new business idea.			
6. Develop a marketing plan for a new venture.			
7. Develop operations and human resource plans for a new venture.			
8. Develop a legal plan for a new venture.			
9. Develop a financial plan for a new venture.			
10. Prepare a business plan.			

BCOM 105 - Business Communications

You will develop fundamental employability skills through the study of the principles of communication and active listening techniques. The course content includes the development of effective writing skills and formatting. You will apply the principles and skills by writing business messages for positive, negative and persuasive purposes. You will examine ways to apply communication skills to cross-cultural and Indigenous situations. You will learn to apply effective presentation skills when delivering oral presentations. You will write business reports.

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

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
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.	Use the communication process.			
2.	Write grammatically correct sentences and paragraphs.			
3.	Use research information.			
4.	Apply business writing principles.			
5.	Explain active listening techniques.			
6.	Discuss the importance of Indigenous and intercultural awareness in communications.			
7.	Use presentation skills.			
8.	Write business reports.			

MGMT 214 - Project Management

You will develop the skills and techniques required to make an effective contribution to, and have an immediate impact on, successful projects. You will develop the knowledge required to initiate, plan, execute, control and close projects. You will gain a working knowledge of MS Project software and be able to use it to schedule, budget and control projects.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Discuss key project management concepts.			
2. Describe the essential role of a project manager.			
3. Demonstrate effective teamwork, team management and communication skills.			
4. Employ stakeholder, scope, and risk analysis to define a project.			
5. Practice project selection and initiation techniques.			
6. Illustrate planning techniques used in project management.			
7. Apply manual and MS Project scheduling techniques used in project management.			
8. Demonstrate cost management (budgeting) techniques utilized in project management.			
9. Recognize project control practices and techniques.			
10. Identify project closing techniques.			

MKTG 223 - Marketing Research

You will explore the importance of marketing research in decision making. You will discover and apply the marketing research process to develop a basic marketing research report. Topics of study include: research design, qualitative and quantitative data gathering methods, sampling techniques, and data analysis using statistical software.

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

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe the role of marketing research.			
2. Describe the marketing research process.			
3. Examine methods of research design.			
4. Use secondary and online data for marketing research.			
5. Demonstrate qualitative research methods.			
6. Use quantitative data collection methods.			
7. Create survey measurement scales.			
8. Describe sampling designs and sampling procedures.			
9. Design questionnaires.			
10. Demonstrate data collection.			
11. Interpret data to provide information for decision making.			
12. Create a research report and oral presentation.			

MKTG 225 - Public Relations

You will explore the role and function of public relations. Your studies will introduce you to the tactics that can be used to manage an organization’s reputation. You will practice interview techniques and develop professional writing skills. You will develop an understanding of strategic planning and managing crisis situations.

Credit unit(s): 3.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Describe the role and function of public relations in an organization.			
2. Discuss the tactics that are used to meet public relations objectives.			
3. Apply effective strategies for media communications.			
4. Demonstrate effective strategies for news conferences and media interviews.			
5. Examine the role of public relations in managing conflicts and crisis situations.			
6. Apply the public relations ROPES planning process.			

MKTG 227 - Digital Marketing

You will explore the role of an effective online and social media presence in business marketing strategy. You will create and implement a strategic plan for social media marketing. You will use web and social media analytics to measure the effectiveness of a digital marketing strategy.

Credit unit(s): 3.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p>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.</p>	Competent	Learning	None
1. Discuss the role of social media marketing.			
2. Describe the social media marketing planning process.			
3. Discuss targeting and rules of engagement in social media marketing.			
4. Discuss social media platforms and social networking sites.			
5. Discuss organic and paid social media content creation.			
6. Demonstrate the use of social media monitoring and management tools to evaluate a digital marketing strategy.			
7. Create a digital marketing campaign.			