Digital Marketing Diploma

PLAR Candidate Guide

Prior Learning Assessment and Recognition (PLAR)

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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 you must consult with the PLAR contact person and be approved for PLAR assessment.

Course prerequisites and corequisites

Some courses have one or more other courses that must be completed first (prerequisite) or at the same time (corequisite). 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 corequisites.

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 assessments 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/Enrolment Services once you have signed approval on your PLAR Application Form. The PLAR fee will be added to your student account.
6. **Finalize** an assessment plan with your assigned assessor**.**
7. **Complete** assessment before your PLAR registration expires.

E. PLAR contact person

Contact one of the Program Heads below to arrange a consultation **after** you have read this guide and general PLAR information **and** rated yourself for each course (see next section). 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
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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
Year 1 – Semester 1		
ADMN 220	Organizational Behaviour	
BCOM 105	Business Communications	Arts & Sciences
BUS 104	Introduction to Business	
CAPL 130	Career Planning & Development	
COMP 120	Business Solution Software	
ECON 120	Microeconomics	
Electives Sem 1 (1 of 2)		
ACCT 122	Introductory Financial Accounting 1	
ACCT 130	Accounting for Managers	
Year 1 – Semester 2		
FIN 100	Personal Finance	
HR 120	Introduction to Human Resource Management	
INDG 100	Introduction to Indigenous Studies	Arts & Sciences

COURSE CODE	COURSE NAME	Delivered by another department/program
LAW 220	Commercial Law	
MKTG 120	Marketing	
Year 1 – Semester 2 – Electives (2 required)		
ACCT 125	Introductory Financial Accounting 2	
ACCT 136	Automated Accounting	
BUS 106	Business Study Tour	
INS 100	Principles and Practices of Insurance	
MGMT 108	Introduction to Sport Management	
Year 2 Semester 3		
IPSK 202	Presentation and Facilitation Skills	
MGMT 214	Project Management	
MKTG 230	Digital Content Creation 1	
MKTG 231	Customer Relationship Management and Relationship Selling	
MKTG 232	Marketing Research and Data Analytics	
MKTG 244	Branding	
MKTG 245	Marketing Communications Foundations	
Year 3 – Semester 4		
ADMN 206	Leadership Development	
MKTG 246	Web Design, Search Engine Optimization, and Analytics	
MKTG 247	Digital Content Creation 2	
MKTG 248	Social Media Marketing	
MKTG 249	Strategic Marketing	
MKTG 250	E-Commerce and Retail Strategy	

COURSE CODE	COURSE NAME	Delivered by another department/program
PROF 201	Professionalism and Ethics	

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): MGMT 191

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**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.			

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:** 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.	**Competent**	**Learning**	**None**
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.			

BUS 104 - Introduction to Business

You will be introduced to fundamentals of business. You will study structures, activities and forces that impact businesses. The course will explore the importance of ethical business practices, corporate social responsibility, and economic diversity in the global economy. You will begin your exploration of the functional business areas of leadership, human resources, operations, marketing, accounting, finance, and entrepreneurship. The course will prepare you for further study in these areas and others. You will work on a business case and prepare a simple business plan.

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:** 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.	**Competent**	**Learning**	**None**
1. Describe the language and environment of Canadian business.			
2. Discuss the importance of ethics and social responsibility in Canadian business.			
3. Explain the role of Canadian businesses and diverse consumers in a global economy.			
4. Identify options and structures for organizing a business to achieve a specific organizational goal.			
5. Describe the nature of management and leadership in an effective business.			
6. Review the opportunities for entrepreneurship and small business.			
7. Recognize the importance of human resources in Canadian business.			
8. Discuss the role of marketing in Canadian business.			
9. Describe accounting and finance for Canadian business.			
10. Apply business concepts to a business case and through the preparation of a business plan.			

CAPL 130 - Career Planning & Development

You will advance your career readiness to enter the industry. Specifically, you will develop a personal brand, practice skills in job searching, cover letter and resume writing, interviewing, and cultivate your interpersonal skills.

Credit unit(s): 1.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Demonstrate a personal brand.			
2. Demonstrate career planning and job search skills.			
3. Demonstrate professional behaviour and communication.			

COMP 120 - Business Solution Software

Your studies will focus on the practical use of File Management, Outlook, Word, PowerPoint, and Excel from the Microsoft Office Professional software suite. You will learn a wide range of skills from intermediate to advanced in each of the applications.

Credit unit(s): 4.0
Prerequisites: none
Corequisites: none
Equivalent course(s): COMP 140

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Use the Windows environment.			
2. Apply best practices in managing Microsoft Outlook.			
3. Create business documents using Microsoft Word.			
4. Create business presentations using Microsoft PowerPoint.			
5. Use Microsoft Excel formulas and functions.			
6. Construct a chart from an Excel data sheet.			
7. Use Microsoft Excel tables.			
8. Manipulate multiple Excel worksheets and workbooks.			

ECON 120 - Microeconomics

Your studies will focus on an introduction to microeconomics. You will learn how individuals, businesses and governments make decisions in a world of scarce resources and unlimited wants. You will study how production and consumption choices are made in a market economy. You will learn to analyze economic fundamentals in supply, demand, costs, response to price changes, and income distribution. Finally, you will gain an understanding of the most common market structures along with their price and output determination in the Canadian economic marketplace.

Credit unit(s): 4.0
Prerequisites: none
Corequisites: none
Equivalent course(s): ECON 140, RT 191

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Describe the nature and methods of microeconomics while explaining the economizing problem society faces.			
2. Describe common economic systems.			
3. Demonstrate price equilibrium changes using the laws of demand and supply including their determinants.			
4. Compute price elasticity of demand and supply.			
5. Describe economic phenomena that affect the market system.			
6. Compute the costs of production for a single firm.			
7. Determine price and output levels under the perfectly competitive market structure in the short run and long run.			
8. Determine price and output levels under the monopolistic market structure.			
9. Explain the characteristics of monopolistically competitive firms and industries and oligopolistic firms and industries.			

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): ACCT 121, ACCT 140

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**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.			

ACCT 130 - Accounting for Managers

You will gain the required knowledge of accounting and finance to perform your role as a manager. Your studies will include an introduction to essential accounting concepts, the development and analysis of financial statements, management decision making, preparation of operating and cash budgets, and variance analysis.

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:** 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.	**Competent**	**Learning**	**None**
1. Assess the differences between financial accounting and managerial accounting and the role of accounting information in decision-making.			
2. Use a classified balance sheet for ratio analysis.			
3. Record business transactions.			
4. Prepare basic financial statements from data provided.			
5. Prepare adjustments for accruals.			
6. Use cost-volume-profit analysis as a decision-making tool.			
7. Analyze relevant costs for decision making.			
8. Prepare operating and cash budgets.			
9. Interpret budget variances using a flexible budget.			

FIN 100 - Personal Finance

You will explore concepts related to planning and managing personal finances. You will develop the knowledge and decision-making tools to help you make sound financial decisions and/or provide advice to others. Your studies will introduce concepts in banking, deposit accounts, investing, tax and retirement planning. You will explore the uses and misuses of personal credit and review the importance of insurance and estate planning. You will apply the skills and knowledge that you develop in a wide variety of real-world situations.

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:** 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.	**Competent**	**Learning**	**None**
1. Discuss the personal financial planning process.			
2. Recognize the importance of personal financial statements and budgeting in successful money management.			
3. Identify tax concepts that impact personal financial planning.			
4. Explain various strategies for managing personal financial asset liquidity.			
5. Recognize the importance of various forms of credit as part of a well-developed financial plan.			
6. Review the significance of insurance in personal finance.			
7. Recognize the fundamentals of investing.			
8. Explain the value and purpose of retirement and estate planning.			

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

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**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.			

INDG 100 - Introduction to Indigenous Studies

You will receive an introduction to the Indigenous cultural groups within Saskatchewan. You will learn about the colonization of Indigenous peoples by the Canadian state. Your studies will help you discuss current issues and explore possible solutions.

Credit unit(s): 1.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Describe Indigenous nations of Saskatchewan.			
2. Explain how colonization has impacted Indigenous peoples.			
3. Discuss current issues and possible solutions.			

LAW 220 - Commercial Law

Your studies will focus on the field of commercial law. You will apply the concepts of tort law and contract law. You will examine various legislative acts. Legal concepts in your studies will include torts, contracts, agency, forms of business organizations, the sale of goods, employment, bailment, insurance, personal as well as real property, and secured transactions.

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

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Describe how laws have evolved to facilitate our society.			
2. Describe the Canadian law as it applies to Aboriginal law.			
3. Apply the law of torts.			
4. Determine if the elements contained within an agreement make it an enforceable contract.			
5. Demonstrate the impact of various problems in a contract and the extent of rights associated with a contract.			
6. Demonstrate how a contract may be brought to an end.			
7. Apply the law relating to the Sale of Goods Act and consumer protection.			
8. Apply the law relating to agency and employment relationships and the protection of confidential information.			
9. Apply the laws relating to sole proprietorships, partnerships, and corporations.			
10. Apply the laws relating to bailment, real property, and insurance.			
11. Describe the law relating to intellectual property and the role of privacy acts.			
12. Apply the law relating to security for debt and the distribution of debtor's assets in bankruptcy.			

MKTG 120 - Marketing

You will discover the dynamic field of marketing. You will explore what marketing is, how it works, and the effect it can have on consumers and society. At the end of the course, you should have a strong sense of how to market ideas, skills, as well as products and services. You will apply these marketing concepts: the strategic marketing planning process, market research, segmentation, positioning, consumer behaviour, and the marketing mix.

Credit unit(s): 4.0
Prerequisites: none
Corequisites: none
Equivalent course(s): MKTG 140

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Explain marketing fundamentals.			
2. Analyze the marketing environment.			
3. Discuss consumer behaviour.			
4. Use marketing research methods.			
5. Demonstrate market segmentation, target market, and market positioning for a product, service or brand.			
6. Explain product, service, and brand marketing strategies.			
7. Explain pricing considerations and strategies.			
8. Describe the importance of marketing channels.			
9. Apply basic integrated marketing communication strategies including social media.			
10. Create a strategic marketing plan.			

ACCT 125 - Introductory Financial Accounting 2

Your studies will focus on an introduction to financial accounting building on the skills you earned in ACCT 122 (Introductory Financial Accounting 1). Your studies include these topics: accounting for property, plant and equipment assets, current and non-current liabilities, partnerships, corporations, and accounting for payroll. In addition, you will learn to prepare a cash flow statement, perform ratio analysis, and explore ethical issues.

Credit unit(s): 0.0
Prerequisites: ACCT 122
Corequisites: none
Equivalent course(s): ACCT 124, ACCT 141

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Apply techniques to account for property, plant, and equipment assets.			
2. Express accounting approaches for intangible assets.			
3. Describe the accounting treatments for current liabilities.			
4. Express the accounting approaches for non-current liabilities.			
5. Describe the accounting treatments for partnership transactions.			
6. Summarize corporate transactions.			
7. Prepare a cash flow statement.			
8. Perform ratio analysis of financial statements.			
9. Demonstrate accounting for payroll.			
10. Debate ethical considerations in accounting.			

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
Prerequisites: ACCT 105 or ACCT 122
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
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.			
6. Design an accounting system for a small business.			
7. Enter payroll records.			
8. Enter quotes and orders.			
9. Enter banking transactions.			

BUS 106 - Business Study Tour

You will learn about the global business environment, develop cross-cultural management skills, and intercultural communication competence. Through a combination of coursework, site visits, cultural immersion activities and research you will gain insight into the culture and business landscape of the destination country. Upon completion of the course, you will be better prepared to compete and succeed in a diverse and global environment.

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:** 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.	**Competent**	**Learning**	**None**
1. Apply Hofstede's dimensions of culture.			
2. Describe the external driving factors that impact business operations.			
3. Discuss the history, treatment, current environment, and contributions of Indigenous peoples.			
4. Develop cross-cultural and intercultural communication skills.			
5. Discuss the manifestation of cross-cultural and intercultural issues in the workplace.			
6. Discuss the opportunities and challenges in developing competitive business advantage.			
7. Demonstrate personal strategies that support successful integration into a cross-cultural environment.			

INS 100 - Principles and Practices of Insurance

Your studies will introduce the principles and practices of the insurance industry. You will examine the multi-faceted nature of the insurance business, develop an understanding of risk and strategies to respond to it, and examine contract law as it relates to the industry. You will be introduced to the terms and practices of the insurance business.

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:** 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.	**Competent**	**Learning**	**None**
1. Outline the five main steps in the risk management process.			
2. Describe the primary function and the five secondary functions of insurance.			
3. Explain how federal and provincial/territorial governments exercise control to protect insurance consumers while safeguarding insurer solvency.			
4. Discuss the three main principles that reinforce indemnity.			
5. Explain the purpose of the provisions commonly found in insurance policy and common insurance documents.			
6. Describe the different types of insurance providers.			
7. Explain how agents and brokers are regulated in respect to qualifications, licensing, operating requirements, and license renewal.			
8. Identify the relevant information commonly requested on insurance applications.			
9. Describe the key functions within the claims process.			
10. Discuss insurance organizations.			

MGMT 108 - Introduction to Sport Management

You will discover the dynamic field of sport management. Specifically, you will explore the diverse career paths and opportunities within the sport industry in Canada and prepare yourself for success as a sport management professional. Additionally, you will study a sport industry model, the Canadian sport system and sport policy, sociological aspects of sport, the Truth and Reconciliation Commission of Canada Calls to Action related to sport, the functions of sport management, governance and legal considerations, and emerging trends.

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:** 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.	**Competent**	**Learning**	**None**
1. Describe sport management.			
2. Describe the Canadian sport industry.			
3. Explore career opportunities and career readiness in sport management.			
4. Discuss sociological aspects of sport management.			
5. Explain the role of sport management research.			
6. Explain the functions of sport management.			
7. Discuss international sport management.			
8. Discuss governance and legal considerations of sport organizations.			
9. Discuss emerging developments in sport management.			

IPSK 202 - Presentation and Facilities Skills

You will develop the ability to design and deliver compelling presentations for diverse settings. You will explore facilitation strategies to lead discussions, guide group processes, and foster inclusive participation. Through hands-on practice, peer feedback, and reflective learning, you will enhance your communication skills and build confidence as a presenter and facilitator.

Credit unit(s): 1.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Use visual aids and presentation tools effectively.			
2. Demonstrate effective facilitation of group discussions and meetings.			
3. Execute clear, purpose-driven presentations.			

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): MKTG 228

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**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 230 - Digital Content Creation 1

You will develop an understanding of the fundamental principles of design and how they can be applied to build effective marketing content. You will consider the use of colour, typography and graphic elements to shape digital and print marketing materials that effectively appeal to a brand's target market. You will apply your knowledge of design and branding to create a comprehensive brand style guide and visual brand identity.

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:** 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.	**Competent**	**Learning**	**None**
1. Examine the importance of copyright law in design.			
2. Discuss principles of design and colour theory.			
3. Identify the use of graphic design in digital marketing.			
4. Illustrate vector graphics using digital design tools.			
5. Construct raster graphic compositions using digital design tools.			
6. Analyze effective copywriting and typography in design.			
7. Create graphic elements to support print-based marketing.			
8. Design creative content optimized for social media channels.			
9. Compose visual elements of a brand identity.			

MKTG 231 - Customer Relationship Management and Relationship Selling

Your studies will focus on a comprehensive study and practice 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
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Explain selling as a profession in the technological age.			
2. Describe prospecting.			
3. Prepare the sales call and presentation.			
4. Use the situation, problem, implication, and needs payoff (SPIN) to find customer problems.			
5. Demonstrate elements of making a presentation using emerging technologies.			
6. Practice overcoming objections.			
7. Practice closing the sale.			
8. Describe how to complete a sales follow-up.			
9. Conduct a major sales presentation.			

MKTG 232 - Marketing Research and Data Analytics

You will explore the importance of marketing research in making data-driven decisions. You will discover and apply the marketing research process to develop a marketing research report. You will implement sampling techniques, plan and conduct secondary and primary research, and analyze quantitative data using statistical analysis software.

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:** 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.	**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. Analyze data to provide information for business decision-making.			
12. Create a research report and oral presentation.			

MKTG 244 - Branding

You will develop an understanding of the foundations of building a brand. You will consider the elements of brand identity. Your studies will include both visual elements such as colour, typography, and graphic elements as well as non-visual factors such as brand voice and brand image. You will learn techniques to effectively build a brand and appeal to its target market. You will apply your knowledge of branding and design skills to produce a comprehensive brand style guide and visual brand identity.

Credit unit(s): 4.0
Prerequisites: MKTG 216
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Examine the importance of design foundations in branding.			
2. Relate target audience profiles and personas to brand strategies.			
3. Discuss the factors that impact brand image.			
4. Analyze the visual elements of brand identity.			
5. Identify the use of brand voice and storytelling in digital marketing.			
6. Examine elements of an effective brand experience.			
7. Create a brand identity that effectively displays branding fundamentals.			

MKTG 245 - Marketing Communications Foundations

You will explore the dynamic field of marketing communications and develop the skills needed to design an integrated marketing communications plan. You will design impactful advertising and public relations strategies and demonstrate proficiency in writing for diverse marketing formats. You will design a cross-channel communication plan and evaluate the effectiveness of public relations and advertising campaigns.

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:** 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.	**Competent**	**Learning**	**None**
1. Contrast the role of and function of advertising, public relations, and communications within an organization.			
2. Prepare a target audience profile for marketing communications using segmentation analysis.			
3. Critique advertising and public relations (PR) campaigns across traditional, digital, and social media channels.			
4. Design public relations strategies to manage organizational reputation, crisis communication, and build positive relationships.			
5. Demonstrate proficiency in writing for various communication formats.			
6. Design effective communication and create briefs in support of campaign objectives.			
7. Demonstrate proficiency in preparing for and interacting with media.			
8. Design a cross-channel communication plan that incorporates advertising and PR elements.			
9. Evaluate the effectiveness of PR and advertising campaigns based on project and organizational goals.			

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): 0.0
Prerequisites: none
Corequisites: none
Equivalent course(s): MGMT 124

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**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.			
10. Discuss Indigenous leadership structure and the seven grandfather teachings.			

MKTG 246 - Web Design, Search Engine Optimization, and Analytics

You will explore trends and best practices in the use of online channels to support marketing strategies. You will gain an understanding of web content planning and structure, strategies for search engine optimization (SEO), and tools and techniques for web analytics. You will apply SEO and analytics to develop an effective web channel strategy.

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:** 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.	**Competent**	**Learning**	**None**
1. Examine modern website design trends.			
2. Demonstrate sitemap and wireframe processes.			
3. Apply accessibility standards in the delivery of web content.			
4. Illustrate the use of web design principles for effective online user experience.			
5. Discuss the core processes of search engine operation.			
6. Evaluate emerging trends in search technology.			
7. Develop strategies to optimize content for various query types and keyword categories.			
8. Apply onsite search engine optimization (SEO) techniques.			
9. Apply offsite SEO strategies.			
10. Use analytics tools to measure SEO success.			
11. Apply web design principles, SEO, and analytics for the execution of an effective web channel strategy.			

MKTG 247 - Digital Content Creation 2

You will develop an understanding of content creation foundations and how they can be applied in creating engaging digital marketing material. You will develop skills in capturing and editing photography, videography, and audio by creating content that delivers effective communications messaging. You will produce a portfolio that showcases the design and content creation skills you have learned.

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:** 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.	**Competent**	**Learning**	**None**
1. Examine the impact of content creation in digital marketing.			
2. Discuss visual composition foundations.			
3. Examine photography fundamentals.			
4. Demonstrate photography editing techniques.			
5. Describe the video production process.			
6. Compose video elements that effectively deliver marketing messages.			
7. Identify the use of sound marketing.			
8. Create audio elements to support a marketing campaign.			
9. Discuss the use of design in emerging technologies.			
10. Create an integrated portfolio that highlights design and marketing skills.			

MKTG 248 - Social Media Marketing

You will explore the role of an effective online and social media presence in modern business marketing strategies. You will create and implement a strategic plan for a social media marketing campaign. You will use social media analytics tools to evaluate the success of your strategies and refine them for optimal outcomes.

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:** 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.	**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. Use social media monitoring and management tools to evaluate a social media marketing strategy.			
7. Create a social media marketing campaign.			

MKTG 249 - Strategic Marketing

You will integrate critical marketing skills with strategic decision-making to guide the direction of an organization. You will analyze environments, conduct business planning, and create and evaluate growth strategies to make informed decisions. Through case studies and simulations, you will formulate, implement, monitor, and measure the performance of marketing tactics. You will create and deliver a comprehensive strategic marketing plan, demonstrating mastery of marketing concepts and professional collaboration.

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:** 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.	**Competent**	**Learning**	**None**
1. Discuss fundamental marketing concepts.			
2. Explain how corporate planning provides direction for marketing planning and implementation.			
3. Prepare a situational analysis to determine competitive advantage.			
4. Develop a strategic market assessment to identify and choose market opportunities.			
5. Apply the concepts of market segmentation, target marketing, and positioning.			
6. Choose marketing mix strategies to create a competitive advantage.			
7. Plan branding strategies for integrated marketing activities.			
8. Propose marketing decisions based on the results of financial analysis.			
9. Demonstrate strategic team building skills.			
10. Apply skills in verbal and written persuasion.			

MKTG 250 - ECommerce and Retail Strategy

You will develop an understanding of e-commerce and retail strategy and the importance of these concepts in any business. You will discuss the importance of e-commerce in Canada and recognize how retailers develop and implement communication programs. You will apply the principles of customer relationship management and demonstrate how retailers build competitive advantage by developing and managing their human resources.

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:** 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.	**Competent**	**Learning**	**None**
1. Discuss the role and importance of e-commerce in Canada.			
2. Recognize communication programs with customer appeal.			
3. Apply the principles of customer relationship management through omnichannel retailing.			
4. Compare retail locations based on organizational strategy, trade area decisions, and site assessment.			
5. Apply the principles of interior layout, space planning, design, merchandise presentation, and atmospherics.			
6. Demonstrate how retailers build a competitive advantage by developing and managing their human resources.			
7. Explain the importance of effective supply chain management and data analysis in vendor relations.			
8. Apply the principles of pricing strategy, approaches to pricing, and pricing adjustments.			
9. Develop a strategic retail plan.			

PROF 201 - Professionalism and Ethics

You will consider the importance of professionalism and ethics in the field of marketing. You will develop and demonstrate the knowledge and skills necessary to conduct yourself appropriately and apply ethical considerations to your work as a marketing professional.

Credit unit(s): 1.0
Prerequisites: none
Corequisites: none
Equivalent course(s): none

Use a checkmark (✓) to rate yourself as follows for each learning outcome **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.	**Competent**	**Learning**	**None**
1. Demonstrate professionalism in marketing.			
2. Demonstrate how ethics apply to marketing-related decision-making.			