

BUSINESS ADMINISTRATION (Marketing and Sales)– LCA.7N

The purpose of the program is to prepare students with the necessary skills and competencies for entry-level positions in various business enterprises. The program consists of three semesters with a specialization in the area Marketing and Sales. Included in the program is a two (2) month internship.

Part of this program provides an overview of business principles, practices, and operations with a focus on developing managerial skills. Areas of study include accounting concepts and applications, business principles and management, computer business application software, sales, and communication skills.

The *Marketing and Sales* portion of the program prepares students with the necessary skills and competencies to promote products and services. Launching a new product or modifying established market relationships requires in-depth knowledge of the market and its potential, as well as understanding consumer behaviour, marketing products and services, pricing policies, and the marketing and advertising environments. Topics include mass communications; research and analysis of commercial data; selling products and services in a commercial environment; selling products and services through representation; establishing and supervising customer service departments; promoting products and services through direct marketing; developing strategic marketing for the Internet and starting one's own business.

The student will receive an Attestation d'Études Collégiales (A.E.C) upon the successful completion of the program.

What will I be able to do with my training?

- 01H5 To analyze the work functions
- 01H7 To make use of common operating systems and software applications for administrative purposes
- 01H8 To analyze and process data in the accounting cycle
- 01HB To use legal sources applicable to administrative and commercial situations
- 01HC To use statistical methods for management purposes
- 01HD To participate in the financial analysis of investment and financing projects
- 01HJ To produce a computer application to meet a need for administrative information
- 01TX To establish a marketing plan and ensure its implementation
- TA38 Communicate effectively in a business setting
- TA39 Implement E-Commerce strategies in an international setting
- TA40 Integrate into the workforce and build a professional attitude

- 01TW To research and analyze commercial data
- 01HM To carry out activities related to a business startup
- 01U1 To promote products and services using mass media methods
- 01U2 To sell products and services in a commercial establishment
- 01UA To sell products and services by means of representatives
- 01UE To implement and supervise a customer service operation using a quality approach
- TA42 Promote goods and services using direct marketing strategies
- TA43 Apply E-Marketing strategies.

What else does Herzing College have to offer?

While studying at Herzing College, the student has free access to the Internet, help and training from dedicated instructors, a free career development service, and the help of a stage coordinator and the attention of friendly staff.

What career path will Herzing College prepare me for?

MARKETING AND SALES

Potential entry-level job position titles include Marketing and Sales representative, sales counsellor, sales specialist, buyer, marketing research technician, events promoter, commercial agent, advertising representative, and retail trade supervisor. Some graduates may even want to start-up their own business with the skills and competencies they have acquired in the program.

Graduates may find employment in the sales sector of the economy with mostly small and medium-sized businesses. They may work in the areas of communications, distribution, media, advertising and promotions, retail, polls and surveys, behaviour and market studies.

Qualities required

- Enjoy meeting with people to persuade them;
- Enjoy communicating with a variety of people;
- Enjoy the business world (marketing and sales);
- Enjoy working with numbers and mathematics;
- Ability to understand the meaning of words and to express oneself well;
- Ability to perform exact calculations with rapidity;
- Ability to do detailed work and to recognize important details;

Admissions Criteria

A person who has obtained a D.E.S or D.E.P, has relevant work experience, or has received instruction deemed acceptable by the college **and** who meets one of the following requirements may be admitted to a program leading to an AEC:

1. The person's studies have been interrupted for at least two consecutive terms or one school year;
2. The person is covered by an agreement entered into by the college and an employer or by a government program;
3. The person has completed at least one year of post-secondary studies spread over a period of one year or more.

In addition the student must

3. Pass an admissions test or a problem-solving course
5. Have successfully passed **High School Math 436 or equivalent**

Course Schedule

Upon entry into the job market, you will find yourself surrounded by colleagues that have more experience than you and who will be your mentor. In the same fashion, as you gain experience you will probably become a mentor for novices coming in for their first job.

Herzing College has developed a teaching method and course schedule that allows you to experience the "real world" of business. You can enter at any time during the program, on semester boundaries, either in a fresh new group or join an existing group. This means that at one point in the program you will be a junior, surrounded by more advanced students that will serve as mentors, and later on in the program, you will become a mentor helping out new students coming in to your class.

Your program can follow one of three semester schemes: ABC, BCA or CBA. Every session is self-contained, treating one aspect of the business world.

BUSINESS ADMINISTRATION – Marketing and Sales - LCA.7N

The college reserves the right to modify course content, course sequence and application software and tools used in the delivery of the program.

Theory: 585 hours
Practice: 540 hours
Stage: 255 hours

Total: 1380 hours
Total Credits: 46.29

SESSION A – STARTING UP A BUSINESS AND ACCOUNTING

Business Application Software

410-A01-HE

To make use of common operating systems and software applications for administrative purposes. 01H7

60 hours 2.00 credits

This course reviews some basic Windows® navigation skills, some Microsoft Word, usage of the Internet for research, and Outlook information manager.

Venture Start-up

410-A02-HE

To carry out activities related to a business startup. 01HM

45 hours 2.00 credits

What is an entrepreneur? Learn how to start a business and the personal qualities needed for success. To discover these things the course will take the student through the following areas of interest to the entrepreneur: business planning, study of the market-place, marketing plans, staffing, financial planning, buying a business (or franchise), legal pointers, control systems, and sources of financial assistance. A practical, hands-on approach is used to bring reality to the course.

Accounting I

410-A03-HE

To analyze and process data in the accounting cycle. 01H8

75 hours 2.66 credits

This introductory accounting course provides the practical application of the concepts and principles of the accounting cycle for businesses. Topics include an overview of accounting concepts and procedures; analyzing and recording transactions; beginning the accounting cycle by journalizing, posting, and working with the trial balance; using worksheets, financial statements, and adjusting entries; completing the accounting cycle with adjusting, closing, and post-closing trial balance; working with cash and its control; working with accounting systems, journals, and internal controls; and payroll concepts and procedures.

Computerized Accounting

410-A04-HE

To analyze and process data in the accounting cycle. 01H8

60 hours 2.33 credits

This course is given together with Accounting I designed to provide practical application of accounting principles using the accounting software package, Simply Accounting.

E-Business Concepts

410-A05-HE

Implement E-Commerce strategies in an international setting. TA39

75 hours 2.66 credits

This course introduces the concepts and principles of electronic commerce as it relates to business. Topics include the foundations of electronic commerce; retailing in e-commerce; Internet consumers and market research; advertising in e-commerce; e-commerce for service industries; business-to-business e-commerce; intranet and extranet structures and applications; electronic payment systems; e-commerce strategy and implementation; public policy regarding legal, privacy, and consumer protection issues; infrastructure requirements for e-commerce; and economic and global issues in e-commerce. Students will learn how to set up their own web page.

Accounting II

410-A06-HE

To analyze and process data in the accounting cycle. 01H8

60 hours 2.33 credits

This course is a continuation of Accounting I and provides instruction in the concepts and principles of accounting for partnerships and corporations and the analysis of financial statements. Topics include accounting for partnerships, corporate accounting, earnings, distribution, and paid-in capital; accounting for long-term liabilities, capital assets, investments, and international operations; preparing and using the cash flow statement; and the analysis and interpretation of financial statements.

SESSION B - SALES

Business Principles and Management

410-B01-HE

To analyze the work functions. 01H5

60 hours 2.00 credits

This course introduces the business environment with an overview of various topics that serve as a foundation for further study of management. Topics include the environments that businesses operate in; the organizational structures of

businesses; management functions in an enterprise; and the challenges of managing marketing, operations, information technology, finance, and human resources.

Business Communication **410-B02-HE**

Communicate effectively in a business setting. TA38 *60 hours 2.00 credits*

The course is designed to deal with specific problems encountered by non-native speakers in spoken and written business communication. Topics included in the course are as follows: The language of business letters e-mails and faxes, the format of business communication. Students will learn meeting tactics and presentations; turning notes into reports; negotiating, agreeing and disagreeing; social language and etiquette; planning, organization and presentation of specialized talks. Students will use PowerPoint and Word as a tool for business presentations.

Sales by Representation **410-B03-HE**

To sell products and services by means of representatives. 01UA *60 hours 2.00 credits*

This course focuses sale representation techniques. Students are trained in selling, and time and territory management skills. Topics include: making the first call; individualizing your approach; exchanging ideas; closing a sale; cultivating the customer; submitting proposals; questions of technique; handling objections; meeting competition; major account development; continued selling; sales tools and audiovisual presentations

Business Mathematics **201-B04-HE**

To participate in the financial analysis of investment and financing projects. 01HD *60 hours 2.00 credits*

This course provides instruction in the mathematical operations associated with the retail, banking, and accounting industries. It provides the student with the mathematical foundation required to prepare documentation for investment or financing projects by choosing the appropriate software and building the table of payments. Other topics include decimals, fractions, and percentages; bank services; interest and payment plans; purchase orders and invoices; selling prices and mark-ups; and payroll and inventory procedures, current values and capitalized values of a loan or an investment.

Retailing **410-B05-HE**

To sell products and services in a commercial establishment. 01U2 *75 hours 2.66 credits*

To implement and supervise a customer service operation using a quality approach. 01UE

This course focuses on strategies for attracting and creating a loyal clientele in the retail business. It covers all aspects of consumer behaviour: from the idea to the actual decision to purchase. Other topics include: professional image, product selection, displaying and promoting new products, return and refund policies, managing complaints and after-sales customer service.

Business Law and Ethics **410-C01-HE**

To use legal sources applicable to administrative and commercial situations. 01HB *60 hours 2.33 credits*

This course provides a study of the legal system and its effect on business and business organizations, as well as an overview of the ethical issues that businesses encounter. Topics include business law and ethics, contracts and sales, consumer protection issues, agency and employment issues, the regulation of business organizations, analyzing risk-bearing devices, and dealing with real property issues.

SESSION C - MARKETING

Marketing **410-C03-HE**

To establish a marketing plan and ensure its implementation. 01TX *60 hours 2.00 credits*

This course provides a practical and managerial approach to the principles and applications of marketing in organizations and in the marketplace. Topics include the marketing process and strategic planning; the global marketing environment; developing marketing opportunities and strategies; developing the marketing mix through product development, pricing strategies, distribution channels, and promotion techniques; identify and analyze worldwide marketing opportunities, and economic, political, and legal environment; international marketing strategies.

Statistical Methods **210-B06-HE**

To use statistical methods for management purposes. 01HC *60 hours 2.00 credits*

Many businesses use data to make business decisions. Statistics contains the methods and procedures for collecting, structuring and analyzing this data. Knowledge of statistics enables the student to structure and analyze data and to understand the statistical reports that are used in the business world. This course presents the study of basic statistical theory and concepts. Topics include statistical probabilities, measures of central tendency, measures of variation, hypothesis testing, regression, correlation, and quality control applications.

Advertising and Direct Marketing **410-C04-HE**

To promote products and services using mass media methods. 01U1 *75 hours 2.66 credits*

Promote goods and services using direct marketing strategies. TA42

This course explores the role of advertising with a focus on the structure, environment, and strategy of advertising and a practical and managerial approach to the principles and applications of direct marketing in organizations and in the

marketplace. Topics include the advertising environment; ethical issues and social responsibility; advertising background, planning, and strategy; advertising media types, media planning, and media buying; factors for creating advertising for various media; public relations and promotions; and business-to-business and international advertising; direct marketing scope, planning and strategies; consumer and business mailing lists; the media of direct marketing; direct marketing on the internet; creating and managing direct mail advertising, catalogues and print advertising; and business-to-business direct marketing.

Market Research**410-C05-HE***To research and analyze commercial data. 01TW**60 hours 2.00 credits*

This course is intended to enable students to confidently manage and contribute to the marketing research process, ensuring they achieve more effective results. The course is designed for anyone involved in commissioning, conducting or managing marketing research. This course is also suitable for anyone who wants an initial overview of the marketing research process with a view to future detailed studies of techniques and methodologies. Topics include: purpose and benefits of good marketing research; the marketing research process; strategic marketing research as part of strategic marketing; action orientated research; marketing research methodologies and long term marketing research planning

Spreadsheets & Databases**410-C02-HE***To produce a computer application to meet a need for administrative information. 01HJ 60 hours 2.33 credits*

This course provides the study of the principles and features of a database management system using Microsoft® Access and a spreadsheet package using Microsoft® Excel. Topics include creating and managing databases, data management and integrity, working with queries and forms, managing reports, using tools and macros, database and file management, analyzing and filtering data, relational databases, managing worksheets and workbooks; working with data, formulas, and functions; managing charts and graphics; working with outlines, views, and reports; automating tasks with the macro feature; using auditing tools, collaborative tools, and hyperlinks; and integrating with other programs.

Social Media Marketing**410-C06-HE***Apply E-Marketing strategies. TA43**60 hours 2.00 credits*

This course examines the foundations of social media marketing and measuring the impact of social media. Topics include social consumers, digital communities, social media metrics, social environment, social commerce, social publishing and social entertainment.

SESSION D – INTERNSHIP

An individual who knows her/his skills and abilities and who develops and nurtures her/his career can generally find a job and knows how to keep a job and receive promotions. Prior to going on an industry internship, during the instructor-led portion of the program, students will be given the tools they need for an effective job search. Topics include: writing a C.V. and cover letter, the interview process, role-playing, job search techniques.

Internship**410-BST-HE***Integrate into the workforce and build a professional attitude. TA40**255 hours 6.33 credits*

The internship component of the program is the practical application of a student's knowledge and skills in an industry environment. The industry shall be directly related to the student's program of study. The internship requires full-time day attendance working in the industry setting. The duration of the internship is two-months during which the student must satisfactorily complete a minimum of 255 hours (2 months) of work experience. Prerequisite: all courses in program.