

BUSINESS STUDIES

ST. JOSEPH S.S.



COURSE INFORMATION

BMX 3E1

MARKETING:
RETAIL & SERVICE
EARN A BUSINESS
CERTIFICATE



MARKETING: RETAIL & SERVICE Grade 11, Workplace Preparation (BMX 3E1)

This course focuses on marketing activities in the retail and service sectors. Students will examine trends and global influences on marketing decisions, and will learn about the importance of customer service in developing a customer base and maintaining customer loyalty. Through hands-on learning, students will develop personal selling and information technology skills that will prepare them for a variety of marketing-related positions in the workplace.

Prerequisite: None

COURSE OVERVIEW



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EDUCATION THAT'S REFRESHING