



Program: Marketing

Generic Employability Skills

- **Communication Skills**
 - understand and speak the language of the trade/occupation
 - listen, read, write and speak effectively in work settings
- **Technical Skills**
 - use technology, tools and information systems effectively
 - access and apply skills required in specific fields
- **Thinking Skills**
 - solve problems and make appropriate decisions
 - understand and solve problems involving mathematics and/or logic
- **Personal Management Skills**
 - display:
 - confidence and self-esteem
 - honesty, integrity and personal ethics
 - positive attitude toward learning and personal health
 - initiative, energy and persistence to get the job done
 - creativity and flexibility
 - accountability for actions taken
 - recognition of and respect for diversity and individual differences
- **Teamwork Skills**
 - respect the thoughts and opinions of others in the group
 - use “give and take” to achieve group results
- **Computer Skills**
 - keyboard efficiency
 - perform tasks requiring knowledge of specific software package (name software)
 - perform complex data or text entry requiring in-depth knowledge of a software package
 - performs tasks using Internet
- **Languages Spoken/Written Fluently**

Program Specific Skills

- Retail operations
- Steps of a sale (retail)
- Store operations
- Inventory control/management
- Cashiering/cash proof
- Advertising/sales promotion
- Marketing research
- Identify target markets (Market segmentation)
- Ethics of selling
- International marketing
- Pricing procedures (Pricing strategies)
- Distribution/transportation
- Product planning
- Customer service
- Business plan preparation
- Product life cycle
- Cultural/gender influences
- Store management
- Marketing Mix: Product, Price, Place, Promotion
- Selling Techniques
- Advertising Design