

410.D0 John Abbott College - Marketing		Semester					
Code	Competency	Acquired	Acquired or in progress				
First Year							
01TS	To analyze the work functions	1	1				
01TU	To use current software applications for business management tasks	2	1	2			
01U5	To produce accounting data for management purposes	2	1	2			
Second Year							
01UF	To research opportunities for international trade	3	1	3			
01U6	To analyze accounting and financial data for commercial management purposes	3	3				
01U7	To prepare and manage an operating budget	3	3				
01U9	To use up-to-date economic information in commercial management tasks	3	3				
01TW	To research and analyze commercial data	4	2	3	4		
01TV	To use statistical methods to analyze commercial data	4	3	4			
01U1	To promote products and services using mass media methods	4	4				
Third Year							
01U3	To apply management processes in a marketing context	5	1	5			
01TT	To communicate and interact in a business management context	5	2	5			
01UH	To manage a product or service marketing project	5	3	5			
01TY	To use legal resources that apply to commercial activities	5	5				
01U2	To sell products and services in a commercial establishment	5	5				
01U4	To form a sales team	5	5				
01U8	To ensure merchandise availability in a commercial establishment	5	5				
01UA	To sell products and services by means of representatives	5	5				
01UB	To supervise a sales team	5	5				
01UD	To train sales personnel	5	5				
01UE	To implement and supervise a customer service operation using a quality approach	5	5				
01TX	To establish a marketing plan and ensure its implementation	6	2	3	4	5	6
01UC	To set up a sales space and visual presentation of the products and services	6	4	6			
01TZ	To communicate in French with the personnel and directors of the establishment or company	6	6				
01U0	To deal with clients and suppliers in French	6	6				
01UG	To participate in his or her integration into the job market	6	6				