

BMX3E Retail & Service Marketing

Get Certified In Sales or Management

This course focuses on developing knowledge and applying skills in the context of retail and services marketing. Students will learn about the importance of customer service, analyze the methods used to maintain customer loyalty, examine ways in which product presentation influences buyers, and investigate the critical factors in inventory control, including the role of technology.

Eligible students can have an opportunity to gain a designation a designation recognized by the retail industry.



**Retail Sales
Associate
Certification**

The Retail Sales Associate Certification program offers the participants the following benefits:

- Formally recognizing their skills, knowledge and achievements.
- Awarding them a designation recognized across Canada.
- Providing them with opportunities to gain skills and knowledge that retail employers are looking for when hiring.

For more information, see a Business Studies Teacher