

Program Information

Sales and Event Coordinator

2024/2025

Program Overview	Turn your organizational and people skills into a dynamic career. This dual career program provides students with a unique combination of relatable skills attractive to a wide range of employers and industries. Both sales and events rely on skilled communicators and problem solvers who can thrive in fast-paced environments, and you will learn to plan and coordinate memorable events, build client relationships, and drive revenue through effective sales techniques. You'll also gain budgeting, marketing, and customer engagement skills that are in demand across many sectors.
Area of Study	Applied Business
Credential	Certificate
Program Length	1 Year Full time (10 months)
Delivery	Hybrid (online and in-classroom)
Work-Integrated Learning	4-week practicum
Open to International Students	Yes
CIP Code	N/A

Career Outcomes

- Event manager
- Sales coordinator/supervisor
- Customer experience manager
- Brand activation specialist
- Community engagement coordinator
- Banquet coordinator

All Courses

Course Name	Description	Hours
Cultural Essentials (EMPL-110)	Cultural Essentials refers directly to the workplace experience and the values, attitudes and cultures that are common throughout places of work in Canada. Students will develop the knowledge, skills and attitudes that a new employee needs in order to build confidence and successfully adapt to all workplace cultures. Topics include workplace communication, working with diverse individuals, professionalism, and health and wellness.	80 hours
Job Skills Development (EMPL-100)	This course provides the foundational knowledge and practical skills needed to acquire, retain, and grow in a career. Students will develop transferable skills that employers look for when making hiring and promotional decisions. Topics covered include professionalism, adaptability, planning and organization, numeracy, information security, workplace safety, and the use of office technologies.	70 hours
Business Seminars (EMPL-105)	Business Seminars includes a variety of personal development seminars that enhance employability and career success. Through interactive and focused seminars, students will develop highly	35 hours

	sought-after skills for employment while supporting their journey towards entrepreneurship. Seminar topics include handling difficult situations, stress management, teambuilding, conflict resolution, communication, professionalism and/or other business relevant topics.	
Industry Certification Seminars (EMPL-195)	This collection of workshops is curated towards the hospitality industry. Students will gain credit for the completion of this course, and also have the opportunity to earn a variety of industry recognized credentials to add to their resumes and/or LinkedIn portfolio.	20 hours
Microsoft Word – Level 1 (BSNS-105)	During this hands-on course students will learn how to use Microsoft Word to create, format, review and edit professional business documents. Students will learn the various functions and benefits that MS Office provides in a business context and will practice document formatting, data entry, proofreading and collaborative document review.	35 hours
Microsoft Outlook – Level 1 (BSNS-115)	During this hands-on course, students will learn how to use Microsoft Outlook to compose, organize and respond to emails in a professional manner, as well as schedule tasks and meetings, and manage contact lists. Students will also learn how to use time-saving keyboard shortcuts and proper keyboarding techniques.	25 hours
Microsoft Excel – Level 1 (BSNS-120)	During this course students will learn how to use Microsoft Excel to create, format, review and edit professional business spreadsheets. Students will learn the various functions and benefits that MS Excel provides in a business context and will practice spreadsheet formatting, data entry, filtering and sorting, using formulas, and creating	50 hours

	and interpreting basic MS Excel charts and graphs.	
Front Desk Clerk (SEC-150)	Front Desk Clerks work directly with the public, the hospitality industry being one example. These professionals are often the first impression that a new client has with the organization. In this course, students will be taught client services in reference to the hospitality industry. For example, how to provide guest services, work in a reception area of hotels, motels, resorts and other businesses or facilities. The position is challenging, varied and offers the opportunity to work flexible hours.	95 hours
Sales Training (SEC-130)	This course will provide students the knowledge and practical tools to sell to the public in most industries and organizations. Students will gain confidence by learning proven techniques that address multiple scenarios when interacting with customers. Although specific occupations such as event coordinator, front desk and retail sales will be highlighted, students will recognize that all occupations require some level of this highly transferable and critical skill set.	40 hours
Budgeting (SEC-160)	In this course, students will learn how to plan, procure, implement and present a realistic and comprehensive budget with the needs of the client and organization in mind. Students will practice concepts such as estimation, risk management and ethical decision making based on case studies. Students are also introduced to basic financial concepts and terminology and how they relate when preparing an effective budget.	70 hours
Career Development (EMPL-170)	This course will provide students with the knowledge and tools to create professional cover letters, resumes, and portfolios specific to a job	40 hours

	description and organization. Students will increase their confidence for future job interviews by practicing mock job interview sessions.	
Introduction to Entrepreneurship (SEC-185)	This practical seminar introduces students to the relevant aspects of setting up a small business, with emphasis on the business plan. Students will learn the personal characteristics of a successful entrepreneur as well as how to identify if the business is viable.	20 hours
Event Coordinator (BSNS-140)	An event coordinator reports to and assists the event manager in a range of activities involved in preparing for, implementing, and following up an event. Specific activities vary with the type and size of an event and may include research and planning, risk management, financial management, human resources, marketing, event design, site management, reporting and evaluation.	100 hours
Bridge to Employment Work Practicum (SEC-200)	During this 120-hour practicum, students are provided the opportunity to apply their skills and knowledge to meet the expectations of an employer in a real-life work situation. Students will observe and learn the daily routines and tasks organizational staff are responsible for, and have the opportunity to perform tasks as a member of their workforce.	120 hours