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NEWS RELEASE

(for immediate release)

A new pre-employment program in Retail Merchandising and a return engagement for the successful Banking and Financial Services program were announced today by Cariboo College for the coming Fall. Applications in both areas are now being accepted.

The Retail Merchandising course, geared to careers in both large and small establishments, begins early in September and runs for 37 weeks. It includes a spectrum of 12 separate courses such as bookkeeping, office practices and supervision as well as various aspects of merchandising and other retail practices. Gerald Mee, former department store manager, is the coordinator.

Instructor William Brown, who directs the studies in Banking and Financial Services reported today that nearly all of the group who recently completed the initial 24-week program have gone to work in banks or other financial institutions. The new series of classes will begin in October.

In addition to courses dealing specifically with various banking and lending procedures, the program includes training in such related areas as bookkeeping, business math, and business communication.

The retailing program, Mee explained, is designed to prepare students for responsible positions, including supervision. There is a wide range of opportunity in the field because of turnover resulting from rapid advancement.

"Although 60 percent of the executive jobs in retailing are in the area of merchandising," he added, "there ^{are} ~~is~~ also excellent opportunities for people inclined toward such other aspects of the field as store operations, sales promotion, employee relations and control and credit systems. The College's program introduces the student to all these areas, thus providing a head start for any ambitious future retailer."

Grade 11 education or the equivalent is a minimum requirement for entry into either the Retail Merchandising or Banking and Financial Services program. Additional information can be obtained from the respective instructors or from the Office of the Registrar at the College (374-0123, Local 228).

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