

# BUSINESS - MARKETING

**Program:** BMKN

**Credential:** Ontario College Diploma

**Delivery:** Full-time

**Length:** 4 Semesters

**Duration:** 2 Years

**Effective:** Fall 2018, Winter 2019

**Location:** Barrie

## Description

This program introduces students to the various functional aspects of business in general, and marketing more specifically. Graduates are able to apply planning, assessment, analysis, communication, sales, teamwork, research, and design skills to support the marketing activities of an organization. Graduates are also able to participate in the design of an organization's marketing plan and development of a range of marketing strategies, tactics and materials, online and off.

## Career Opportunities

Management trainee to division or general manager; area sales to sales management; entry level positions within advertising agencies and market research firms are just a few of the career routes travelled by Business - Marketing graduates. Employers include banks; finance, trust and insurance companies; computer firms; government ministries and agencies; producers of consumer and industrial products; wholesalers; retailers; companies and non-profit organizations.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods or services based on an identified target market;
2. contribute to the development of pricing strategies which take into account perceived value, competitive pressures, corporate objectives and cost analysis;
3. contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods and services;
4. determine strategies for developing new and modified products, concepts, goods and services that respond to evolving market needs;
5. analyze the results of marketing activities using criteria related to budgeted sales, costs, profits and other appropriate criteria;
6. contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria;
7. develop strategies to establish effective working relationships with clients, customers, consumers, coworkers, supervisors and others;
8. communicate marketing information persuasively and accurately in oral, written, and graphic formats;
9. analyze the viability of marketing products, concepts, goods or services in an international market or markets;
10. participate in conducting market research to provide information needed to make marketing decisions;
11. develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise;

12. participate in the development of a business plan;
13. apply the principles of business ethics and corporate social responsibility;
14. use professional sales techniques to make a sale;
15. adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments;
16. employ environmentally sustainable practices within the profession;
17. apply basic entrepreneurial strategies to identify and respond to new opportunities.

## The Program Progression

Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Work Term 1:** Summer 2019
- **Sem 3:** Fall 2019
- **Sem 4:** Winter 2020
- **Work Term 2:** Summer 2020

## Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

## Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11<sup>1</sup> or 12 Mathematics (C, M, or U)

<sup>1</sup> Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/) (<http://www.georgiancollege.ca/admissions/policies-procedures/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

[www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/) (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

## Additional Information

In order to broaden the program choices, all General, Accounting and Marketing students, whether they are in a two-year or a three-year diploma program, will share a common first semester, with the exception

of one course. Students in the General and Accounting streams will take five mandatory courses in the first semester, and will have a choice of which General Education course they wish to take. Marketing students take six mandatory courses. The curriculum for the Marketing first semester is as follows:

Code	Title
ACCT 1000	Financial Accounting Principles 1
BUSI 1001	Introduction to Organizational Behaviour
COMM	Communications Course
MATH 1002	Mathematics of Finance
MKTG 1000	Introduction to Marketing
COMP 2093	Macintosh and Design Basics

## Graduation Requirements

17 Program Courses

2 Communications Courses

2 Program Option Courses

3 General Education Courses

2 Co-op Work Terms

## Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

## Program Tracking

Semester 1		Hours
Program Courses		
ACCT 1000	Financial Accounting Principles 1	42
BUSI 1001	Introduction to Organizational Behaviour	42
COMP 2093	Macintosh and Design Basics	42
MATH 1002	Mathematics of Finance	42
MKTG 1000	Introduction to Marketing	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		252
Semester 2		
Program Courses		
BUSI 1002	Consumer Behaviour	42
COMP 1003	Microcomputer Applications	42
MKTG 1001	Planning the Marketing Strategy	42
MKTG 1015	Marketing Communications	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 3		
Program Courses		
ADVE 2005	Pitching the Campaign	42
ECON 1000	Microeconomics	42
ENTR 1002	Introduction to Entrepreneurship	42

MKTG 1003	Personal Selling	42
MKTG 2003	Marketing Research	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 4		
Program Courses		
MKTG 2012	Marketing Management	42
MKTG 2032	Marketing on the Web	42
MKTG 2033	Professional Edge	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Courses		
Select 2 - 42 hour courses from the available list during registration. Contact the program co-ordinator for further details.		84
Hours		252
Total Hours		1008

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*