MARKETING MANAGEMENT

Program: MKMN
Credential: Ontario College Graduate Certificate
Delivery: Full-time + Part-time
Length: 2 Semesters
Duration: 1 Year
Effective: Fall 2022, Winter 2023
Location: Barrie

Description

In this program, students gain the knowledge, skills, and attitudes they need to become marketing professionals who can effectively manage a range of tasks and functions within business-to-business (B2B) and business-to-consumer (B2C), not-for-profit, and government organizations. Using a broad range of analytical and creative approaches, students gain a wide understanding of marketing management fundamentals as they focus on concepts related to advertising, promotion, public relations, marketing research and data analytics, online/digital marketing, and international marketing management. As a result, students gain valuable insight into all aspects of marketing from an online, local, and international perspective.

Career Opportunities

Graduates of this program may be employed by or initiate entrepreneurial start-ups or will be prepared to work in a variety of business-focused environments and middle-management roles, including:

- account executives
- media planners and buyers
- brand managers
- marketing analysts/researchers
- sales and marketing coordinators/managers
- community engagement managers
- digital media marketers
- social media managers
- communications managers

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. formulate a marketing plan that will meet the needs or goals of a business or organization;

2. develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target;

3. formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs;

4. develop strategies for the efficient and effective placement/distribution of products, concepts, goods and services that respond to evolving markets;

5. evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization;

6. evaluate the viability of a concept, product, good and/or service in a local, national or international market;

7. conduct market research to provide information needed to make marketing decisions;

8. communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats;

9. plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client;

10. develop strategies with clients, customers, and consumers and others to grow and maintain relationships;

11. develop learning and development strategies and plans to enhance professional growth in the field;

12. apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment and self-employment initiatives;

13. participate in and contribute to a framework of organizational policies and practices, when conducting business of the organization;

14. apply the principles of business ethics and corporate social responsibility to business decisions;

15. employ the management techniques of planning, organizing, directing, and controlling of marketing functions and activities in response to the business needs of the organization.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1**: Fall 2022
- **Sem 2**: Winter 2023

Winter Intake

- **Sem 1:** Winter 2023
- **Sem 2:** Summer 2023

Admission Requirements

Post-secondary diploma or degree, or equivalent; education or experience in a business setting is desirable.

Graduation Requirements

12 Program Courses

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		**Hours**
Program Courses		
MKMN 1000	Graphic Design	56
MKMN 1001	Advertising, Promotion, and Public Relations	56
MKMN 1002	Database Marketing Strategies	56
MKMN 1003	Computer Applications For Database Marketing	56
MKMN 1004	Applied Marketing Research	56
MKMN 1005	Fundamentals of Economics and Finance	56
	Hours	**336**
Semester 2		
Program Courses		
MKMN 1006	Direct and Interactive Marketing	56
MKMN 1007	Data Analytics and Data Mining	56
MKMN 1008	International Marketing Management	56
MKMN 1009	Ethics and Entrepreneurship	56
MKMN 1010	Social Customer Relationship Management	56
MKMN 1011	Marketing Management Capstone Project	56
	Hours	**336**
	Total Hours	**672**

Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.