

Part-time Program Delivery Schedule
Business – Marketing Diploma (BMKN)
Ontario College Diploma
Fall 2020 – Summer 2024

Requirements: 19 Program Courses, 2 Communications Courses, 3 General Education Courses

Semester	Course Code	Course Name	Term	Available Online
Sem 1	MATH1002	Mathematics of Finance **online – no evening Fall 2020	F20	Y
Sem 1	Communications Course: COMMxxxx	**online – no evening Fall 2020 https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/communications/	F20	Y
Sem 1	MKTG1000	Introduction to Marketing	W21	Y
Sem 1	COMP1003	Microcomputer Applications	W21	Y
Sem 2	MKTG1019	Intro to Marketing Research (prerequisite: MKTG1000)	S21	
Sem 1	ACCT1000	Financial Accounting Principles 1	S21	Y
Sem 3	Communications Course: COMMxxxx	https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/communications/	F21	Y
Sem 3	ADVE 2001	Integrated Marketing Communications (prerequisite: MKTG1000)	F21	Y
Sem 2	ADVE 1007	Advertising Design Basics	W22	
Sem 2	ADVE 2005	Pitching the Campaign	W22	
Sem 1	BUSI 1001	Organizational Behaviour	S22	
Sem 2	MKTG 1018	Strategic Marketing Planning (prerequisite: MKTG1000)	S22	
Sem 3	ADVE 2013	Account & Project Management (prerequisite: ADVE 2001)	F22	
Sem 3	MKTG 2038	Marketing Performance Management (prerequisite: COMP1003)	F22	
Sem 4	MKTG 1003	Principles of Sales	W23	Y
Sem 4	MKTG 2041	Applied Digital Marketing	W23	
Sem 2	General Education: GNED xxxx	https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/general-education/	S23	
Sem 2	MKTG 1017	Digital Marketing (prerequisite: MKTG1000)	S23	
Sem 3	ECON 1000	Microeconomics	F23	Y
Sem 3	General Education: GNED xxxx	https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/general-education/	F23	
Sem 4	MKTG 2039	Strategic Marketing Leadership (prerequisite: MKTG1018)	W24	
Sem 4	MKTG 2040	Marketing Research Fieldwork (prerequisite: MKTG1019)	W24	
Sem 4	General Education: GNED xxxx	https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/general-education/	S24	
Sem 4	MKTG2033	Professional Edge	S23	Y

**** Note – courses schedule subject to change ****

Questions?

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ONLINE course listing			
	In-class course	Online Equivalent	Term
Sem 1	MATH 1002 Mathematics of Finance	MATH1023 Finance and Accounting Math (ODE)	
Sem 1	MKTG 1000 Introduction to Marketing	MKTG 1012 Marketing 1 (ODE)	
Sem 1	COMP 1003 Microcomputer Applications	COMP 1065 Intro to Computers 2 (ODE)	
Sem 1	ACCT 1000 Financial Accounting Principles 1	ACCT1011 Financial Accounting 1 (ODE)	
Sem 3	ADVE 2001 Integrated Marketing Communications	MKTG 2016 Integrated Marketing Communications One (ODE)	
Sem 4	MKTG 1003 Principles of Sales	MKTG 1014 Personal Selling (ODE)	
Sem 3	ECON1000 Microeconomics	ECON1004 Microeconomics (ODE)	
	Communications Course: COMMxxxx https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/communications/		
	General Education: GNED xxxx https://www.georgiancollege.ca/academics/academic-areas/liberal-arts/general-education/		