

Business - Marketing (BMKN) Ontario College Diploma

PART-TIME

Frequently Asked Questions

Do I need to apply?

Part-time students do not go through an application process for this program. In order to register into courses, you will need a Georgian College student number and the major BMKN. Declaring a major allows you to take all courses under that major.

Create your student number online:

https://sis-ssb.georgiancollege.ca:9110/GEOR/wwginfo_pl.display_form

Majors are assigned through the Registrar's Office – please email registrar@georgiancollege.ca with “Declare a major BMKN” in the subject line. Include your student number and your intention to study part-time with this request.

Students can also call 705-722-1511 to declare a major.

When can I start the program?

Intakes: September, January, May

How many courses do I take?

Full program details can be viewed on the [Program Outline](#).

Graduation requirements
19 Program Courses
2 Communications Courses
3 General Education Courses

What is the cost of the program?

There is no program fee when studying part-time.

As a part-time student, you can take 1, 2 or 3 courses at a time in any given semester.

Payment is per course, as you register.

The course fees change year-to-year and course to course. The best source for accurate fees is to check the website:

<https://www.georgiancollege.ca/academics/part-time-studies/programs/business-marketing-bmkn/>

See screenshot below.

Business - Marketing

BUSINESS - MARKETING

Program Code	BMKN	Program requirements	Contact us
Credential	Ontario College Diploma	• 19 Mandatory Courses	• coned@georgiancollege.ca
Campus	Barrie	• 2 Communications Courses	• 705.722.5149
		• 3 General Education Courses	

[Program outline](#) [Delivery schedule](#) [Apply for FREE](#)

Please see our course listings of available General Education and Communications courses for this program.

Georgian will cover the cost of the application fee, all other Georgian fees are still applicable.

PROGRAM DESCRIPTION

Marketing professionals drive organizational success for corporations and non-profits by translating customer desires into effective strategies. Students learn to assess market opportunities, segment target markets, and create strategies and tactics that help achieve organizational goals. Students build a solid business foundation and develop skills across the spectrum of marketing activity, from research, through strategy development and planning, sales, digital marketing and social media, and persuasive communication across media platforms. Through the busy student-run agency, students work on a wide range of projects they ultimately pitch to the clients for possible implementation.

COURSE TITLE	COURSE CODE	ONLINE EQUIVALENTS	MANDATORY
Account and Project Management	ADVE2013		✓
Advertising Design Basics	ADVE1007		✓
Digital Marketing	MKTG1017	MKTG2019 - Fundamentals of Digital Marketing Management (ODE)	✓
Financial Accts. Principles 1	ACCT1000	ACCT1011 - Financial Accounting 1 (ODE)	✓
Integrated Mktg Communications	ADVE2001	MKTG1016 - Integrated Marketing Communications 1 (ODE)	✓
Introduction to Marketing	MKTG1000	MKTG1020 - Marketing 1 (ODE) MKTG1012 - Marketing 1 (ODE)	✓

Click on
Course name
to view fees
and schedule

Each course listed links to course sections with fees:

The screenshot shows the website for Georgian College. The main heading is "Financial Acctg. Principles 1". Below this, it says "FINANCIAL ACCTG. PRINCIPLES 1" and "ACCT 1000". A description states: "Students learn the accounting cycle, preparation of financial statements for companies operating as single proprietorships, accounting for merchandising operations, accounting information systems, cash, temporary investments and accounts receivable. Notes: (CGA/CIB Credit)". To the right, under "Available Courses", it lists "FINANCIAL ACCTG. PRINCIPLES 1 - ACCT 1000" with a fee of \$323.40, course registration number 30353, start on Monday, May 17, 2021, and end on Friday, Aug. 20, 2021. The class times are listed as "Online" and the campus is "Barrie". The status is "FULL".

Summary of Course Fees

Below is a listing of the mandatory courses from the Winter 2022 Delivery Schedule showing courses from January 2022 through August 2022 and their fees.

Fees for Communications and General Education courses vary depending on what you choose. Visit here to view the courses: [Comms/GNEds](#)

Program Courses	Online	In-class option	Hours	Fee (as per website)
MATH1002 Mathematics of Finance	Y	Y	42	\$344.40
MKTG1000 Introduction to Marketing	Y	Y	42	\$344.40
Or <i>MKTG1020 Marketing 1 (ODE)</i>	Y	N	42	\$439.40
COMP1003 Microcomputer Applications	Y	Y	42	\$344.40
Or <i>COMP1065 Intro to Computers (ODE)</i>	Y	N	45	\$464.00
MKTG1019 Intro to Marketing Research	N	Y	42	\$344.40
ACCT1000 Financial Accounting Principles 1	Y	Y	42	\$344.40
Or <i>ACCT1011 Financial Accounting 1 (ODE)</i>	Y	N	45	\$464.00

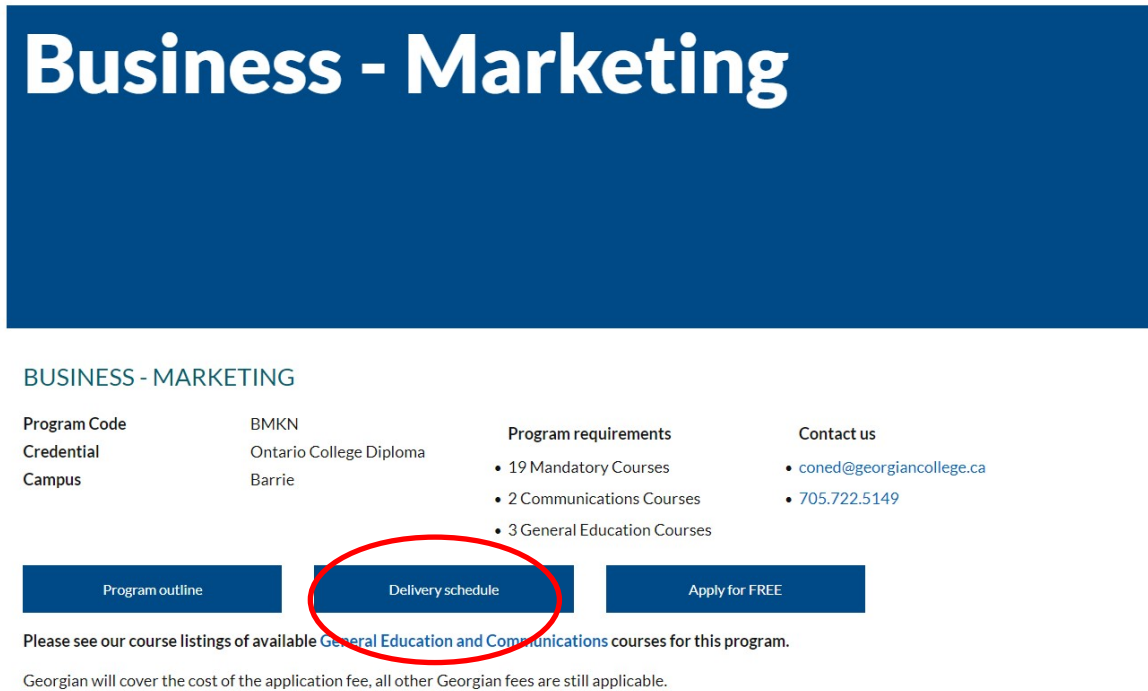
Why do some courses have (ODE) in the name?

These courses are offered through OntarioLearn. You can find more information on OntarioLearn in the OntarioLearn FAQ: <https://www.georgiancollege.ca/academics/online-learning/ontariolearn/#faq>

OntarioLearn courses are set up as equivalents to the program courses. You can choose to take the ODE courses or the Georgian program courses.

How do I know which courses to take?

We have set a schedule up for you – review the In-class delivery schedule posted on the program page:



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Program outline **Delivery schedule** Apply for FREE

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How long will it take to complete the diploma?

This varies depending on how many courses you take each semester. Total courses: 24

3 courses per semester: finish in 8 semesters (2.5 years)

Example: Fall-Winter-Summer- Fall-Winter-Summer- Fall-Winter

2 courses per semester: finish in 12 semesters or 4 years

Example: Fall-Winter-Summer- Fall-Winter-Summer- Fall-Winter-Summer- Fall-Winter-Summer

Don't forget to look into a Credit Transfer/Prior Learning Recognition evaluation of your past education and experience for fast tracking through the program.

If you have significant work experience you can review our PLAR opportunities:

<https://www.georgiancollege.ca/admissions/credit-transfer/>

If you have taken post-secondary at another institution, you may be eligible for credit transfer and/or prior learning recognition.

How do I register?

Students with a student number who have been assigned the BMKN major can register into courses through the Continuing Education website program page: [BMKN](#)

Students can also register by calling 705-722-1511 or emailing registrar@georgiancollege.ca . Most courses are available for registration (and viewing on the CE website) once the Add/Drop period begins for the upcoming semester. This is generally 2 weeks prior to the semester start date. The Add/Drop period can be found on our main website under IMPORTANT DATES in the drop down menus.

Some courses are available for registration earlier – you will see what is open on the CE website link above.) Or, contact Tammy – information at the bottom of this document and she can assist you with course availability and dates.

Registration questions? Watch this how-to video!

[Continuing Education - Georgian College - YouTube](#)

Can I take this program online?

In the [Delivery Schedule](#) document you will find a listing of the courses in the program showing when courses are offered online. NOT ALL COURES can be completed online. Please refer to the schedule to view the courses that are not offered online at this time.

What are the varying forms of online delivery in Winter 2022?

In Winter 2022 semester, courses are offered both on campus and online. See below for the varying forms of online delivery – you will see these terms at the course level when viewing on the CE site or in Banner.

O-SLINE: Synchronous, meaning all students need to log on and participate at the day and time listed on your timetable.

Online: Asynchronous, meaning you can log onto the course whenever it works best for you.

O-BLINE: Bichronous, meaning your course(s) will be scheduled as synchronous, though will operate mostly asynchronously. Communicated by professor via Blackboard.

QUESTIONS? We are here to help!

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