

Part-time Program Delivery Schedule
Business – Marketing Diploma (BMKN)
Ontario College Diploma
Summer 2022

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

Recommended sequence – 2 courses per semester				
Semester	Course Code	Course Name	Term	Available Online
Sem 1	MKTG1000	Introduction to Marketing	Summer 2022	Y
Sem 1	COMP1003	Microcomputer Applications	Summer 2022	Y
Sem 1	COMMxxxx	Communications Course	Fall 2022	Y
Sem 1	MATH1002	Mathematics of Finance	Fall 2022	Y
Sem 2	MKTG1019	Intro to Marketing Research	Winter 2023	
Sem 1	ACCT1000	Financial Accounting Principles 1	Winter 2023	Y
Sem 2	ADVE 1007	Advertising Design Basics	Summer 2023	
Sem 2	ADVE 2005	Pitching the Campaign	Summer 2023	
Sem 3	MKTG 2038	Marketing Performance Management (prerequisite:COMP1003)	Fall 2023	
Sem 3	COMMxxxx	Communications Course	Fall 2023	Y
Sem 4	MKTG 2041	Applied Digital Marketing	Winter 2024	
Sem 3	GNEDxxxx	General Education	Winter 2024	Y
Sem 2	MKTG 1017	Digital Marketing (prerequisite: MKTG1000)	Summer 2024	
Sem 2	MKTG 1018	Strategic Marketing Planning (prerequisite: MKTG1000)	Summer 2024	
Sem 3	ADVE 2013	Account & Project Management	Fall 2024	
Sem 3	ECON 1000	Microeconomics	Fall 2024	Y
Sem 4	MKTG 2039	Strategic Marketing Leadership (prerequisite: MKTG1018)	Winter 2025	
Sem 4	MKTG 2040	Marketing Research Fieldwork (prerequisite: MKTG1019)	Winter 2025	
Sem 4	MKTG2033	Professional Edge	Summer 2025	Y
Sem 1	BUSI 1001	Organizational Behaviour	Summer 2025	Y
Sem 3	ADVE 2001	Integrated Marketing Communications (prerequisite: MKTG1000)	Fall 2025	Y
Sem 2	GNEDxxxx	General Education	Fall 2025	Y
Sem 4	MKTG 1003	Principles of Sales	Winter 2026	Y
Sem 4	GNEDxxxx	General Education	Winter 2026	Y

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

Questions?

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