

Part-time Program Delivery Schedule
Marketing Management (MKMN)
Ontario College Graduate Certificate
Fall 2022

Graduation Requirements: 12 Program Courses

Recommended Course Schedule – THREE courses per semester			
Semester	Course Code	Course Name (all courses are 56hrs)	Term
Sem 1	MKMN1000	Graphic Design	Fall 2022
Sem 1	MKMN1003	Computer Applications for Database Marketing	Fall 2022
Sem 1	MKMN1002	Database Marketing Strategies	Fall 2022
Sem 1	MKMN1004	Applied Marketing Research	Winter 2023
Sem 2	MKMN1009	Ethics and Entrepreneurship	Winter 2023
Sem 2	MKMN1010	Social and Customer Relationship Management	Winter 2023
Sem 2	MKMN1008	International Marketing Management	Summer 2023
Sem 2	MKMN1006	Direct and Interactive Marketing	Summer 2023
Sem 2	MKMN1007	Data Analytics and Data Mining	Summer 2023
Sem 1	MKMN1005	Fundamentals of Economics and Finance	Fall 2023
Sem 1	MKMN1001	Advertising, Promotion, and Public Relations	Fall 2023
Sem 2	MKMN1011	Marketing Management Capstone Project	Winter 2024

Please note this schedule subject to change

Start in **September:**

3 courses in most semesters – finish in 1.5 years (5 semesters)

Fall-Winter-Summer-Fall-Winter

Fall 2022 to Winter 2024

 TWO courses every semester on next page 

Recommended Course Schedule – TWO courses per semester			
Semester	Course Code	Course Name (all courses are 56hrs)	Term
Sem 1	MKMN1000	Graphic Design	Fall 2022
Sem 1	MKMN1003	Computer Applications for Database Marketing	Fall 2022
Sem 1	MKMN1002	Database Marketing Strategies	Winter 2023
Sem 1	MKMN1001	Advertising, Promotion, and Public Relations	Winter 2023
Sem 2	MKMN1009	Ethics and Entrepreneurship	Summer 2023
Sem 2	MKMN1010	Social and Customer Relationship Management	Summer 2023
Sem 1	MKMN1004	Applied Marketing Research	Fall 2023
Sem 1	MKMN1005	Fundamentals of Economics and Finance	Fall 2023
Sem 2	MKMN1008	International Marketing Management	Winter 2024
Sem 2	MKMN1007	Data Analytics and Data Mining	Winter 2024
Sem 2	MKMN1006	Direct and Interactive Marketing	Summer 2024
Sem 2	MKMN1011	Marketing Management Capstone Project	Summer 2024

Please note this schedule subject to change

Start in **September:**

2 courses per semester – finish in 2 years (6 semesters)

Fall-Winter-Summer -Fall-Winter-Summer

Fall 2022 to Summer 2024