

**Overview**

Ever wonder what it takes to get people to buy a particular product or service? Have you imagined building a company brand from the ground up? If you've got a way with words, images, people and planning, and are plugged into what's 'now', you have the right ingredients for a successful and stimulating career in marketing.

Confederation College's Business – Marketing two-year diploma program places emphasis on learning key skills as well as developing a business work ethic that will assist you in getting ready to enter this exciting field. You will build on your existing strengths and learn how to communicate effectively, analyze and make decisions and develop your ability to work as a member of a team, as well as strengthen your research and creative problem solving skills. Courses cover a variety of topics including advertising, advanced marketing, marketing research, consumer behaviour, social media, financial analysis and entrepreneurship.

**Top Highlights**

- Continue on to our 3rd year Business Administration - Marketing Diploma where we offer a 15 week work placement opportunity.
- Helps you prepare for your advanced credit towards the Registered Professional Marketer (RPM) designation with the Canadian Institute of Marketing
- Continue on to a university degree through articulation agreements

**Learner Testimonial**

While attending the Business Marketing program at Confederation College I gained real hands on experience in and out of the classroom. I got involved, made connections and learned how to conduct myself in a professional manor. Today, I continue to practice the same professionalism and skills both in and out of the workplace.

Madeline D. / Alumna / 2016

Member Services Coordinator, Thunder Bay Chamber of Commerce

Business - Marketing

Admission Requirements

- Ontario Secondary School Diploma (or equivalent) with courses from the College (C), University (U), University/College (U/C), or Open (O) preparation levels with Grade 12 English (C/U) Level.
- or successful completion of the Mature Student Assessment.
- or successful completion of the General Education Development Test (GED).
- or appropriate credits from the Academic and Career Entrance program (ACE).

Alternative Pathways

Applicants not meeting these admission requirements are encouraged to consider the College Access or General Arts and Science Certificate or Diploma programs or Academic and Career Entrance program (ACE); students who successfully complete one of these programs would be eligible to apply to programs in the Business, Hospitality & Tourism and Media Arts areas.

Employment Opportunities

Graduates of Business - Marketing can find employment opportunities in marketing, communications, advertising, public relations, market research, social media marketing, blogging, merchandising, customer service relations and more.

Articulation Agreements

Confederation College has agreements in place that permit credits earned throughout this program to be transferred to programs at other colleges and universities.

Visit: confederationcollege.ca/articulation-agreements for more information.

First Semester

HR 131	Introduction to Human Resources
MK 114	Introduction to Marketing
CS 007	Persuasive Writing
AC 111	Introduction to Financial Accounting
GB 110	Introduction to Business
GB 155	Computer Applications for Business
MA 134	Business Math

Second Semester

MK 263	Marketing II
GE	General Elective
CS 220	Business Communications
MA 246	Financial Math
AC 223	Financial Accounting II
HR 232	Organizational Behaviour
EC 208	Microeconomics

Third Semester

EC 402	Macroeconomics
GB 330	Operations Management
MK 262	Professional Selling
MK 420	Marketing Research
MK 503	Consumer Behaviour
GE	General Elective
GB 323	Managerial Accounting

Fourth Semester

GE	General Elective
GB 319	Social Media and Internet Marketing
MK 261	Professional Development
GB 317	Business Law
EN 400	Entrepreneurship
MK 460	International Marketing
MK 500	Integrated Marketing Communications



For information, please contact:

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