



## Business - Marketing



### Job Outlook

Employment  
Rate  
**84%**

Average Hourly  
Wage  
**\$24.00**

(Canada Job Bank, Nov 2023)

**Marketing is all about analyzing customer needs and wants and building customer relationships. In this two-year diploma program, students learn to conduct market research and analyze those results to develop strategic marketing plans.**

Confederation College's Business – Marketing two-year diploma program places emphasis on learning key skills as well as developing a business work ethic that helps students in getting ready to enter this exciting field. Students learn strategies to promote a product or a service, and develop a marketing plan that will meet the needs or goals of a business or organization. Students enhance their analyzing and decision making skills, as well as strengthen their research and creative problem solving skills.

Upon graduation, job vacancies are available in the Thunder Bay area and across Canada. Graduates can find employment opportunities in marketing, communications, advertising, public relations, market research, social media marketing, event planning, digital online marketing, blogging, merchandising, customer service relations and more.

Credential Upon Completion	Ontario College Diploma
Annual Fees (CAD)	\$17,741 + \$2,310 program costs (2024-25)
English Proficiency	IELTS 6.0, no band lower than 5.5
Eligible Applicants	High School Diploma
Intake	September and January