



Business - Marketing 2025-26 Program Handbook

Business - Marketing Program Handbook

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Coordinator Welcome

Welcome to the Business Marketing program at Confederation College! I'm thrilled to have you join our dynamic and diverse learning community. As your Program Coordinator, I want to personally congratulate you on taking this exciting step toward building a strong foundation in the world of marketing and business.

Our program is designed to equip you with the practical skills, strategic thinking, and industry insights needed to thrive in today's fast-paced marketing landscape. Whether you're looking to launch your own business, work with leading brands, or pursue further studies, you'll find the tools and support here to help you reach your goals.

You'll be learning from experienced faculty who bring real-world knowledge into the classroom, and you'll have opportunities to apply your skills through hands-on projects, case studies, and collaborations with local businesses. I encourage you to take full advantage of everything the program and the College have to offer—get involved, ask questions, and stay curious.

We're excited to support you on your academic journey and look forward to seeing all that you will accomplish.

Welcome to the program—and welcome to your future in marketing,

Kristina Baraskewich

Coordinator, Business Marketing



Coordinator Contact Information

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1. Introduction

Program Overview:

The marketing industry in Canada is projected to grow by 10% from 2021 to 2031, creating approximately 2,051,800 job opportunities for graduates.

Confederation College's Business – Marketing program is a two-year diploma designed for those seeking a comprehensive overview of the marketing industry. This program emphasizes fundamental marketing principles while equipping graduates with practical, hands-on skills and a professional business work ethic. You'll build on your existing strengths and learn the importance of strategic decision-making through creative problem-solving.

The curriculum includes courses in advanced marketing, graphic design, internet and social media, digital marketing, retail, and fundraising, while also developing teamwork, communication, and general business skills. Experiential learning opportunities include market research studies, advertising campaigns, sales, and business plans, often involving work with live clients. Upon completing this program, graduates can earn additional industry designations and pursue accredited pathways to further their academic knowledge with other learning institutions.

We want you to be successful in this program. You have chosen it for good reason, and we are excited to work with you to help you succeed.

We designed this handbook to help you understand the expectations of this program, the policies of the college, and the resources available to you.

We work hard to make sure the information in this handbook is accurate. If any changes occur through this school year, you will be notified by email. Be sure to check that you are reading the handbook for the year we are in.

This handbook is specific to your program, but there are other general college policies that you also need to be familiar with.

These can be found

- On the [College website](#)
- In the [New Student Guidebook](#)
- In the [SUCCI Student Handbook](#)

The SUCCI Student Handbook provides details regarding Student Services, Safety and Security, Student Rights and Responsibilities and more.

It is the responsibility of each student to review and comply with the content in this handbook.

If there are any questions or concerns regarding the content in this handbook, please contact:

Program Coordinator: **Kristina Baraskewich**

Email address: kristina.baraskewich@confederationcollege.ca

Student Success Advisor: **Shannon Maloney**

Email address: Shannon.Maloney@confederationcollege.ca

[Student Success Advisors - Contact Information | Confederation College](#)

We wish you all the best in your studies!

2. Program Credential and Courses

[Business - Marketing Program Link](#)

Explanation of credential and courses

2-Year Ontario College Diploma Program

The standard sequence of courses for Business - Marketing are as follows:

Semester 1		Semester 2	
AC111	Introduction to Financial Accounting	AC223	Financial Accounting II
CS050	College Writing	CS220	Business Communications
GB110	Introduction to Business	ED208	Microeconomics
HR131	Introduction to Human Resources	GB156	Microsoft Excel
MA134	Business Math	HR232	Organizational Behaviour
MK114	Introduction to Marketing	MA246	Financial Math
	Elective	MK263	Marketing II

Semester 3		Semester 4	
GM330	Operations Management	EN400	Entrepreneurship
MK262	Professional Selling	MK439	Integrated Marketing Communications and Public Relations
MK335	Retail Management and Ecommerce	MK440	Marketing Field Work
MK336	Social Media and Digital Marketing	MK460	International Marketing
MK337	Innovative Technologies	MK503	Consumer Behaviour
MK420	Marketing Research & Analytic	MK505	Fundraising and Event Management
	Elective		Elective

DegreeWorks is a web-based assessment tool to assist you in tracking your progress throughout your program.

Please refer to [Degree Works](#), or reach out to your Coordinator or Student Success Advisor if you have any questions or concerns about missed pre-requisite courses.

Business - Marketing Program Planner

Course Planner Checklist Name: _____ Student # _____

Full-Time Program Requirements	✓ have (Grade)	X <i>need</i>
SEMESTER 1		
AC111 Introduction to Financial Accounting		
CS050 College Writing		
GB110 Introduction to Business		
HR131 Introduction to Human Resources		
MA134 Business Math		
MK114 Introduction to Marketing		
Elective		
SEMESTER 2		
AC 223 Financial Accounting II		
CS 220 Business Communications		
EC 208 Microeconomics		
GB 156 Microsoft Excel		
HR 232 Organizational Behaviour		
MA 246 Financial Math		
MK 263 Marketing II		

Full-Time Program Requirements	✓ have (Grade)	X need
SEMESTER 3		
GB 330 Operations Management		
MK 262 Professional Selling		
MK 335 Retail Management and Ecommerce		
MK 336 Social Media and Digital Marketing		
MK 337 Innovative Technologies		
MK 420 Marketing Research & Analytics		
Elective		
SEMESTER 4		
EN 400 Entrepreneurship		
MK 439 Integrated Marketing Communications and Public Relations		
MK 440 Marketing Field Work		
MK 460 International Marketing		
MK 503 Consumer Behaviour		

DegreeWorks is a web-based assessment tool to assist you in tracking your progress throughout your program.

Please refer to [Degree Works](#), or reach out to your Coordinator or Student Success Advisor if you have any questions or concerns about courses.

3. Class Guidelines

Our goal at Confederation College is to create open, inclusive, and respectful learning environments for everyone – students, professors, and staff.

In order to maintain this kind of learning environment, we have created policies and procedures that outline the rights and responsibilities of students and professors.

Policies regarding Academic and Personal conduct are on the College website ([link provided](#)) and also on page 10 of this handbook. We expect all students to review and follow these policies.

Policies below are specific to the **Business - Marketing** program.

General Class Structure

On the first day or two of a class your professors will inform you of specific class rules and provide you with a course outline. This outline will describe the course, outline your assignments, explain the grading system. Along with the outline, you will be provided a class schedule with important dates and deadlines. Usually, this information is posted in Blackboard, so refer to it often to avoid missing any deadlines.

Professors will use your college email address and/or Blackboard as a means of communication.

It is your responsibility to check your college email regularly.

4. Program Expectations

Attendance / Participation / Missed Tests & Assignments

- Success is directly related to attendance. It is expected that you will attend all classes.
- Absences for legitimate and documentable reasons do occur BUT **your professors need to be made aware either prior to, or immediately following the absence.** Waiting to contact a Professor for multiple weeks or months is not acceptable.
- If you are absent from class, you must find out what you missed from your classmates or professor. Your professor will not come to you or re-teach the material.
- Legitimate and documentable reasons for missing class need to be discussed in advance with your Professor. Examples include the following:
 - Illness or Medical Emergency:
If you are sick or experience a medical emergency, you should inform your professor as soon as possible, preferably before the class.
 - Court summons, jury duty:
A court summons or jury duty notice serves as documentation.
 - Death of family member:
Documented through discussion with your Professor.

- Unacceptable reasons for missing class include the following:
 - Procrastination or poor time management
 - Sleeping in
 - Vacation
 - Work
- If you miss a test/exam/quiz without a legitimate reason, you may receive a grade of zero (0).
- Some courses allow a comprehensive test to replace one missed test grade of zero (0). Some courses do NOT allow this. Consult your professor to determine if this is an option.
- If you miss an in-class assignment or activity (ones that are given and completed within the scheduled class time) without a legitimate reason, you will receive a grade of zero (0).
- Assignments, projects, essays, etc. (given as "homework" with a due date) are due on the assigned date. Late submissions will be penalized as per each professor's guidelines. Please ensure you are aware of the deductions for every course, as this will likely vary depending of your professor.
- You CANNOT submit a semester's worth of work at the end of the semester. Assessments are continuous throughout the semester.
- The last day of the semester is the final day to submit work. Beyond that date, work will not be accepted, unless previously discussed with and approved by your Professor.
- Assignments are to be submitted in the manner prescribed by your Professor. For example, some Professors require assignments to be submitted via hard copy while others will accept electronic attachments (via email and/or Blackboard Dropbox). Follow the submission instructions provided by your Professor for each assignment. Professors are NOT required to print off your papers or projects, etc. This is YOUR responsibility.

Teamwork

A significant amount of group work is required in this program. Individual students are expected to be full participants in, and contributors to, each group-based project/assignment within the program coursework.

Individual students who fail to meet this expectation, without documented extenuating circumstances may receive a failing grade in the project/assignment. Guidelines will be provided outlining the requirements of group work by individual faculty members. Expectations will vary among faculty and students are expected to ask questions if they are not clear.

Grading

To be successful in the program, you must not only obtain a minimum of 50% in each course but also an overall average of 60%.

Course Evaluation and Grading Policy Ch5-s1-01 can be found on the [Academic Policies webpage](#).

Professionalism and In-class Behaviour

- **Conduct yourself as a professional.** This includes your emails and interactions in the classroom and labs with faculty and classmates. Address your colleagues and teachers with respect both online and in-person.
- **Bring a drink or small snack to class if you need.** (Certain lab/shop environments prohibit this, so ask your professor if you are unsure). Dispose of your own garbage.
- **Turn off your cell phone in class.** If you must answer a call, leave the classroom quietly so you do not disturb the class. Tell your professor before class if you are expecting a call that you will have to answer.
- **Focus on what's happening in class.** Talking to or distracting classmates while the professor is speaking is considered disrespectful and disruptive.
- **Arrive on time to class.** If you are late, enter the classroom as quietly and discreetly as possible. Some teachers require students to wait for a break to enter the class if they are late. If you need to leave the class early, try to leave at a break and explain to your professor why you need to leave.
- **Ask for help when you need it.** We have many supports available to all students to help them be successful.
- **Participate during the class.** Students are encouraged to pay attention, take notes, participate in classroom discussions and activities
- **Ask for permission before recording lectures.** Because of the disclosures that occur in many class discussions, professors have the ability to deny this request.

Additional expectations:

- **Have reasonable expectations regarding email/telephone response times.** Messages sent at late hours or on weekends will not be responded to until appropriate working hours.
- **Leave clear messages.** When leaving messages for professors, always (and clearly) include your full name, contact information, and specific class, as well as your question or concern.
- **Keep track of appointments.** If you schedule a meeting outside of class time with your professor, be sure to add it to your calendar and attend. If you cannot make an appointment, contact your professor beforehand to let him/her know you will not be showing up.
- **Know the start date and end date of each semester, as well as dates for any holidays or breaks.** (All relevant dates are identified in your SUCCI Student Handbook.) Early departure at the semester's end, early departure or late return at Student Success Week, or other scheduled vacation during the academic semester is not considered as an 'extraordinary circumstance.' You will NOT be granted permission to write tests or exams earlier or later to accommodate this.

5. Academic Policies

Students should familiarize themselves with the following College policies:

Charter of Students' Rights & Responsibilities: Ch5-s5-03

Course Evaluation and Grading Policy: Ch5-s1-01

Student Code of Conduct: Ch5-s5-02

Academic Integrity: Ch5-s5-01 (Sign-off Required, see page 12)

Use of Electronic Devices in Class: Ch5-s5-06

Academic Appeal Policy: Ch5-s1-02

A complete list of Confederation College Policies and Procedures can be found on the website, or accessed through the link below:

[Link to main Academic Policies and Procedures webpage](#)

Academic Integrity

Purpose: Academic integrity is central to the mission of Confederation College. Commitment to academic integrity supports the mutual respect and learning that our community values. The Academic Integrity Policy and Procedure reflect these values.

Scope: Applies to all students and staff to guide behavior and support learning.

Academic Integrity: Having academic integrity means acting fairly and honestly when engaging in academic activities. By having and applying an Academic Integrity Policy and Procedure, Confederation College ensures graduates complete their studies fairly and honestly through hard work and dedication, and thus are well-prepared for their future careers.

Definition of Academic Dishonesty: A violation of academic integrity. Academic dishonesty takes the form of any kind of cheating in academic work, including taking credit for the work of others without crediting them, misrepresenting one's own work, fabricating information, and facilitating academic dishonesty by others.

Examples of academic dishonesty include, but are not limited to, the following:

- Plagiarism: representing the words or ideas of someone else as one's own including copy and pasting from internet, as well as failing to attribute any of the following: quotations, paraphrases, or borrowed information.
- Unauthorized use of artificial intelligence: utilizing AI and specifically foundational models to create writing, computer code, or images from minimal human prompting and presenting that work as one's own is an academic offense. There will be times when you are able to utilize generative artificial intelligence for productive and ethical academic use, but these instances will be guided and introduced by your faculty as part of your learning.
- Cheating: using or attempting to use unauthorized information or materials in any academic exercise; copying from one's own or someone else's work; representing someone else's work as one's own; or violating rules and policies governing examinations, such as bringing pre-written work into an in-class examination or talking during examination or accessing information via the internet.
- Fabrication: inventing or falsifying data, citations, or information.
- Facilitating academic dishonesty: intentionally helping or trying to help someone else commit an act of academic dishonesty.

Consequences: Violations may result in failing grades, suspension, or expulsion. Violation may also entail being recorded in the online tracking tool.

Procedure for Students:

- Read and become familiar with College policy and faculty expectations regarding academic integrity, as stated in the course outline.
- Seek clarification of principles and practices of academic integrity from the faculty and/or other academic resources, such as librarians, tutors, or the writing center, before completing assignments or attempting examinations.
- Cooperate with faculty if issues of Academic Dishonesty arise.

Academic Integrity Sign-off

Sign-off shows acknowledgment of your commitment to uphold academic integrity and understanding of the consequences for academic dishonesty, including specific examples provided.

I, _____ (print name), have read and understand the Academic Integrity information and policy contained in the Business - Marketing handbook.

Signature: _____ Date: _____

6. Resources and Support Services

Writing Centre

<https://www.confederationcollege.ca/department/tutoring/writing-centre>

Student Success Centre

<https://www.confederationcollege.ca/department/student-success-centre>

Degree Works

<https://www.confederationcollege.ca/department/registration/degreeworks>

Academic Date Calendar

<https://www.confederationcollege.ca/department/admissions/registration-services>

7. Contact Information

Program Coordinator: **Kristina Baraskewich**

Ph: 807-472-7034 Email: kristina.baraskewich@confederationcollege.ca

Office: 274

Please refer to your timetable & Blackboard course sites for additional faculty and their contact information.

Student Success Advisor: **Shannon Maloney**

Ph: 807-475-6388 Email: Shannon.Maloney@confederationcollege.ca

Book an appointment: www.confederationcollege.ca/appointments

Associate Dean: **Joel Scherban**

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