

**Overview**

A career with measurable results! Marketing provides you with so many career choices, from working in product and services industries and not-for-profits to creating your own business enterprise. If you like to think outside the box, are people-oriented, enjoy planning and strategizing and are results-driven, a career in marketing could be for you.

Confederation College's Business Administration - Marketing three-year diploma program expands on your existing knowledge from our two-year Business - Marketing program. In the third year, you will take advanced courses in digital marketing, social media and retail management, as well as have the opportunity to fully plan and execute a fundraising event. Your last semester will be dedicated to a work placement so that you get real-world experience, giving you an even bigger advantage in the job market.

**Top Highlights**

- Provides more job opportunities and career advancement opportunities than two-year program
- Four-month work placement in the last semester
- Continue building your studies 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**

As a graduate of the Business Marketing program, I have learned a lot of the different aspects of not only marketing but also business in general. This allowed me to secure a great position at Royal LePage Lannon Realty, Brokerage where I was hired within a month of finishing my program. The marketing program provided me with the skills needed to put on events for over 100's of people, run social media campaigns that reach thousands, do different print marketing for over 60 real estate sales people and much much more. I would definitely recommend Confederation College and the Marketing program.

Jaime R. / Alumnus / 2016/ Business Development & Marketing Coordinator / Royal LePage Lannon Realty, Brokerage

Business Administration - 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 General Arts and Science 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 Administration - Marketing can find employment opportunities in industrial sales, retail management, advertising & promotion, consumer product sales, financial services, sports facility management, business development or successful small business ownership. Many graduates have moved from management trainees into supervisory positions within a short period of time. Others have established their own successful small businesses.

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 156 Computer Applications for Business I
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

Fifth Semester

GB 440 Statistics
GB 501 Project Management
MK 317 Integrated Communications Technology
MK 504 Retail Management
MK 505 Fundraising and Event Management
MK 506 Digital Marketing

Sixth Semester

MK 600 Work Placement

For information, please contact:

Erin Oner
Program Coordinator
(807) 475-6304 | eoner@confederationcollege.ca