



### 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. Marketing is all about analyzing customer needs and wants and building customer relationships. You will build on your existing strengths and learn how to communicate effectively, conduct market research and analyze those results to make strategic decisions.

As a marketing student, you will 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 and public relations, advanced marketing, marketing research and analytics, consumer behaviour, professional selling, social media and digital marketing, fundraising and event planning, e-commerce, entrepreneurship and more.



### Top Highlights

- Highly interactive with a field work course - work on real projects to develop real results
- Work closely with industry partners
- 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

Having graduated from the Business - Marketing program and then earning the Advanced Marketing Diploma, my time at Confederation College provided me with the theoretical and hands-on knowledge needed to be successful in the field. The wide range of experiences I had in the programs allowed for me to grow and gain the confidence needed to be successful today.

Titus S. / Alumnus / 2016

Director of Marketing and Sales, Thunder Bay Broom & Chemicals

# 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, digital and social media marketing, event planning, blogging, merchandising, customer 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](https://confederationcollege.ca/articulation-agreements) for more information.

## First Semester

AC 111 Introduction to Financial Accounting  
CS 050 College Writing  
GB 110 Introduction to Business  
GB 156 Computer Applications for Business I  
HR 131 Introduction to Human Resources  
MA 134 Business Math  
MK 114 Introduction to Marketing

## Second Semester

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

## Third Semester

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  
GE General Elective

## Fourth Semester

EN 400 Entrepreneurship  
MK 439 Integrated Marketing Communications and Public Relations  
MK 440 Marketing Field Work  
MK 460 International Marketing  
MK 503 Consumer Behaviour  
MK 505 Fundraising and Event Management  
GE General Elective



**For information, please contact:**

**Erin Oner**

**Program Coordinator**

(807) 475-6304 | [eoner@confederationcollege.ca](mailto:eoner@confederationcollege.ca)