

Program Outline

MARKETING

CERTIFICATE

Marketing Certificate

(3 months of academic study)

As a graduate of this program you will master business essentials along with core skills needed to be a marketing professional in today's competitive business environment. You will learn key marketing skills like creativity, practical decision-making and clear, persuasive communication.

Mandatory courses

Option 1:

Marketing
Business Communication
Business English

Option 2:

Services Marketing
Business Communication
Business Management

DIPLOMA

Marketing Diploma

(6 months of academic study)

The marketing diploma will provide you with extensive training in market research, international marketing and direct marketing campaigns.

Mandatory courses

Business Management
Business Communication
Business English
Marketing
Services Marketing
Social Media Marketing
MS Word
MS Excel
MS PowerPoint

HONOURS DIPLOMA

Honours Diploma in Business Management with specialization in Marketing

(12 months of academic study)

Honours Co-op Diploma in Business Management with specialization in Marketing

(12 months of academic study + 12 months of co-op)

This diploma is designed to offer the widest range of possible career choices and opportunities in a variety of business disciplines. Students have the opportunity to specialize in Business Management, Marketing, International Trade, Hotel Management or Applied Communication.

Mandatory courses

Business Management
Business Communication
Business English
Leadership
Accounting 1, 2, 3
Economics (Micro and Macro)
Social Media Marketing
MS Office Suite
Services Marketing
Essentials of Marketing
Sales and Marketing
Strategic Management
Managing Information Technology
Entrepreneurship