

Marketing: Certificate

Faculty of Business	kwantlen.ca/business
Implementation Date	01-Sep-2012
Start Date(s)	September January May
Admission Type	Open admission
Enrolment Type	Open enrolment
Program Type	Undergraduate
Credential Granted	Certificate
Offered At	Langley Richmond Surrey
Format	Part-time
How to Apply	www.kwantlen.ca/admission

DESCRIPTION

Marketing emphasizes competitive advantages of for-profit and not-for-profit organizations and examines the inter-relationships that exist among their customers or members, the competition, and internal resources. A key part of marketing consists of gaining insights into customer needs and then developing effective marketing strategies.

In the Marketing Certificate Program, students complete marketing courses followed by practical courses in sales and sales management, marketing management and small business management. In addition, they may choose specialized marketing courses in advertising, retailing, international marketing, selling and sales management, buyer behaviour, E-marketing, and marketing research as electives.

Due to prerequisite and course scheduling considerations careful course planning is required. Students should consult an Educational Advisor when considering the Marketing Certificate. (The Certificate may be completed in two semesters dependent on course offerings).

CAREER OPPORTUNITIES

The Marketing Certificate provides students with a thorough grounding in marketing. It is designed for students with business experience and for those who have earned a diploma or degree in another subject and wish to pursue or further their business careers. The Certificate provides students and graduates from programs such as computer information systems, engineering, fashion design, graphics, accounting, interior design, horticulture, public relations, and arts and science with job-ready business and marketing skills.

PROGRAM ADMISSION REQUIREMENTS

General university admission requirements apply to this program including the undergraduate-level English Proficiency Requirement.

PROGRAM REQUIREMENTS

Students must complete 30 credits that includes:

All of:

MRKT 1199	Introduction to Marketing	3 credits
MRKT 1235	Small Business Essentials	3 credits
MRKT 1299	Consumer Behaviour	3 credits
MRKT 2333	Marketing Management I	3 credits
MRKT 2360	Selling and Sales Management*	3 credits

Two of:

MRKT 2340	Marketing Research	3 credits
MRKT 2321	Retail Management I	3 credits
MRKT 2401	Advertising	3 credits
MRKT 2430	Marketing Simulation (under development)	3 credits
MRKT 2444	Marketing Management II	3 credits
MRKT 2455	International Marketing	3 credits

Electives:

Any three university courses numbered 1100 or higher.

* **Note:** Students are required to participate in an actual sales project that counts towards part of their graded assessment.

For Graduation purposes only:

- A maximum of 6 credits can be obtained for any combination of ACCT 1110, ACCT 1210 and ACCT 2293.

CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Certificate in Marketing**.