

# Marketing: Certificate

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

## STUDENT PROFILE

Students completing a Marketing Certificate may have some business experience and wish to earn a credential. The certificate is also appropriate for students who have earned a diploma or degree in another subject and wish to pursue or enhance a business career. Transfer students from other post-secondary institutions also study in the Certificate program. The Marketing Certificate is well-suited for mid-level management who are seeking to upgrade their skills in the marketing field.

## CAREER OPPORTUNITIES

The Marketing Certificate provides students with an overview of current marketing fundamentals. 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 1299	Consumer Behaviour	3 credits
MRKT 2111	Introduction to e-marketing	3 credits
MRKT 2333	Marketing Management I	3 credits
MRKT 2340	Marketing Research	3 credits
MRKT 2360	Selling and Sales Management	3 credits
MRKT 2401	Introduction to Integrated Marketing Communications - Advertising	3 credits

### One of:

MRKT 2235	Small Business Entrepreneurship	3 credits
MRKT 2321	Retail Management	3 credits
MRKT 2421	Retail Buying and Merchandise Management	3 credits
MRKT 2444	Marketing Management II	3 credits
MRKT 2455	International Marketing	3 credits

### One of:

ACCT 1230	Business Statistics†	3 credits
BUQU 1230	Business Statistics†	3 credits
CRIM 2103	Quantitative Data Analysis I	3 credits
MATH 1115	Statistics I	3 credits
MATH 2341	Introduction to Statistics for Business	4 credits
PSYC 2300	Applied Statistics	3 credits
SOCI 2365	Introduction to Social Research Statistics	3 credits

### One of:

Course from either the list of approved Faculty of Business Liberal Education Electives or from the list of Economics courses numbered 1100 or higher and/or Applied Communications numbered 1100 or higher.	3 credits
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† Note: Students may earn credit for only one of ACCT 1230 or BUQU 1230.

# CREDENTIAL AWARDED

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