

# Marketing Management: Diploma

<b>Faculty of Business</b>	kpu.ca/business
<b>Implementation Date</b>	01-Sep-2011
<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>	Diploma
<b>Offered At</b>	Langley Richmond Surrey
<b>Format</b>	Full-time Part-time Co-op
<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.

The Marketing Management Diploma is a comprehensive program designed to give you a solid, general foundation in this exciting field. First the emphasis is on basic business knowledge and skills then students explore intensively the discipline of Marketing, with emphasis on the job skills and experience that business demands. Projects with local businesses and organizations are also included to offer students real world experience.

Graduates of this program may also be eligible for direct entry into the third year of KPU's Bachelor of Business Administration degrees in Entrepreneurial Leadership, Human Resources Management, and Marketing Management.

Certain courses in the program are also transferable to other post-secondary institutions. (Please refer to the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca) for specific transfer credit information).

## STUDENT PROFILE

Students completing a Marketing Diploma may be high school graduates who wish to pursue a two year post-secondary program. Transfer students from other post-secondary institutions also study in the Marketing Diploma program. The Marketing Diploma is appropriate for mid-level management who are seeking to upgrade their skills in the marketing field. International students seeking a Marketing Diploma from an accredited university also study in this program.

## CAREER OPPORTUNITIES

A marketing education is one of the best ways to prepare for a career in business or management. Virtually all businesses

and organizations, profit and non-profit alike, apply marketing to advance their organizational goals. Graduates have a solid grounding in business basics and learn how to make a profit by ethically meeting people's needs with useful products and services.

With a Marketing Management Diploma, graduates are eligible for almost any entry-level business or management position. Such positions can lead to exciting careers in advertising, retailing, customer relations, sales and sales management, marketing research or business management.

KPU's most recent Graduate Survey indicates that the majority of marketing management graduates are employed or continuing with further education. Among these graduates, several have started their own successful businesses.

Positions held by recent KPU Marketing Management Graduates include: Business Owner; Account Manager; Assistant Manager of Promotions; Restaurant Manager; RRSP Specialist; Marketing Representative; Customer Service Representative; Senior Operations Manager; Field Supervisor; and Sales Representative.

## PROGRAM ADMISSION REQUIREMENTS

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

**Note:** A first year level English course is a requirement of this program. Students wishing to complete the program without having to undertake any preparatory courses must enter with English 12 with a B grade (or the equivalent prerequisite). Please make an appointment with an Educational Advisor to plan your course selections accordingly.

## PROGRAM REQUIREMENTS

**Students must complete 60 credits that include:**

### CORE COURSES

#### All of:

BUSI 2390	Business Law	3 credits
CBSY 1105	Introductory Computer Applications	3 credits
CMNS 1140	Introduction to Professional Communication	3 credits
ECON 1150	Principles of Microeconomics	3 credits
ENGL 1100	Introduction to University Writing	3 credits

#### All of Group A or all of Group B:

##### Group A

ACCT 2293	Accelerated Introductory Financial Accounting	3 credits
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##### Group B†

ACCT 1110	Introductory Financial Accounting I	3 credits
ACCT 1210	Introductory Financial Accounting II	3 credits

<b>One of:</b>			
ACCT 1130	Business Mathematics*	3 credits	
BUQU 1130	Business Mathematics*	3 credits	

<b>One of:</b>			
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	

<b>One of:</b>			
BUSI 1210	Essentials of Management	3 credits	
BUSI 1215	Organizational Behaviour	3 credits	

**Notes:**

\* Students may earn credit for only one of ACCT 1130 or BUQU 1130.

† Students may earn credit for only one of ACCT 1230 or BUQU 1230.

‡ Student who choose this option, may require more than 60 credits to graduate.

**LIBERAL EDUCATION ELECTIVES**

<b>Two of:</b>			
Courses 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.		6 credits	

**CORE MARKETING COURSES**

<b>All of:</b>			
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	
MRKT 2444	Marketing Management II	3 credits	

**MARKETING ELECTIVES**

<b>One of:</b>			
MRKT 2235	Small Business Entrepreneurship	3 credits	

MRKT 2321	Retail Management	3 credits
MRKT 2421	Retail Buying and Merchandise Management	3 credits
MRKT 2455	International Marketing	3 credits

**CO-OPERATIVE EDUCATION**

The Marketing Management diploma is offered with a Co-operative Education option. Co-operative Education gives a student the opportunity to apply the skills gained during academic study in paid, practical work experience semesters. Students can complete two work semesters while completing their diploma. Work terms generally occur full-time in separate 4 month work semesters but may also be available part-time over an 8 month continuous (parallel) placement. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

**Declaration/Entrance Requirements:**

- Good academic standing

**Program Continuance Requirements:**

Continuation in the co-op option requires:

- Completion of COOP 1101 prior to 30 program credits
- Minimum program GPA of 2.7

**Work Term Requirements:**

Participation and enrolment in a co-op work term requires:

- Successful completion of COOP 1101
- Successful completion of 30 program credits including CBSY 1105, MRKT 1199, and one other MRKT course
- Instructor permission

**Co-op Requirements**

The Co-operative Education designation requires successful completion of the following courses:

**Required:**

COOP 1101	Job Search Techniques	1 credit
COOP 2101	Leadership and the Job Search	1 credit
COOP 2301	Career Search	1 credit

**And all of:**

COOP 1150*	Co-op Work Semester 1	9 credits
COOP 2150*	Co-op Work Semester 2	9 credits

\* Part-time (Parallel) work terms may be taken over two semesters as COOP 1150A/1150B or COOP 2150A/2150B respectively.

**Additional requirements:**

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements.

**CREDENTIAL AWARDED**

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

*In the event of a discrepancy between this document and the official KPU 2013-14 Calendar (available at [www.kpu.ca/calendar/2013-14](http://www.kpu.ca/calendar/2013-14)), the official calendar shall be deemed correct.*

Upon successful completion of this program with co-operative education, students are eligible to receive a **Diploma in Marketing Management, Co-operative Education Option**.