

Marketing Management: Diploma

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| Faculty of Business | kpu.ca/business |
| Implementation Date | 01-Sep-2015 |
| Start Date(s) | September January May |
| Intake Type | Open intake |
| Instructional Cycle | Semester-based |
| Program Type | Undergraduate |
| Credential Granted | Diploma |
| Offered At | Langley Richmond Surrey |
| Format | Full-time Part-time Co-op |
| How to Apply | www.kpu.ca/admission |

DESCRIPTION

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

Graduates of this program may also be eligible to continue their business study by pursuing a Bachelor of Business Administration (BBA) degree in Entrepreneurial Leadership, Human Resources Management, or Marketing Management.

Many of the courses required for the Marketing Management Diploma are requirements for these BBA degree programs.

Students wishing to progress into a BBA degree should consult with a School of Business advisor for course planning assistance.

ADMISSION REQUIREMENTS

The Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, apply to this program.

DECLARATION REQUIREMENTS

Students intending to graduate with this Faculty of Business diploma must declare the credential. At the time of declaration, the student must satisfy all of the following requirements:

- In good academic standing with the University
- Completion of a minimum of 15 credits of undergraduate coursework.

CURRICULAR REQUIREMENTS

Note: A first-year English course, ENGL 1100, is a requirement of this program. This course has prerequisites that may require a student to complete additional preparatory courses.

Students must complete 60 credits that include the following. The diploma program with Co-operative Education requires an additional 19 credits of Co-op Education credits.

Business Foundation Courses

All of:

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| BUSI 1215 | Organizational Behaviour | 3 credits |
| BUSI 2390 | Business Law | 3 credits |
| BUSI 2405 | Operations Management | 3 credits |
| BUSI 2425 | Enterprise Development and Business Planning | 3 credits |
| MRKT 1199 | Introduction to Marketing | 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

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

Note: Students who choose Group B may require more than 60 credits to graduate.

Marketing Courses

All of:

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| 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 |

Two Electives:

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|--|-----------|
| Chosen from MRKT courses numbered 1100 or higher | 6 credits |
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Breadth Education Courses

All of:

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| CMNS 1140 | Introduction to Professional Communications | 3 credits |
| ECON 1150 | Principles of Microeconomics | 3 credits |
| ENGL 1100 | Introduction to University Writing | 3 credits |

One of:

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| BUQU 1130 | Business Mathematics | 3 credits |
| MATH 1120 | Differential Calculus | 3 credits |
| MATH 1130 | Calculus for Life Sciences I | 3 credits |

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| MATH 1140 | Calculus I (Business Applications) | 3 credits |
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courses can only be used to satisfy the Co-op designation and cannot be used to satisfy curricular requirements of the program.

One of:

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| BUQU 1230 | Business Statistics | 3 credits |
| CRIM 2103 | Quantitative Data Analysis I | 3 credits |
| MATH 1115 | Statistics 1 | 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 |

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**.

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

Two Electives:

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| Chosen from Courses numbered 1100 or higher in any area of study except ACCT, BUSI, ENTR, HRMT or MRKT. | 6 credits |
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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 and Entrance Requirements

- Declaration of Co-op specialization into the Diploma in Marketing Management Program
- Minimum GPA of 2.7
- Maximum 30 credits completed

Work Term and Program Continuance Requirements

Procedures for enrolment in Co-operative Education work terms are outlined in the COOP course descriptions. Conditions for continuance in the program are:

- Completion of COOP 1101 prior to completing 30 credits
- Minimum GPA of 2.7
- Instructor Permission

Co-op Course Requirements

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

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|-----------|-----------------------|-----------|
| COOP 1101 | Job Search Techniques | 1 credit |
| COOP 1150 | Co-op Work Semester 1 | 9 credits |
| COOP 2150 | Co-op Work Semester 2 | 9 credits |

Note: These COOP courses must be completed sequentially. COOP 1150 or 2150 may be taken part-time over two consecutive semesters as COOP 1150A/1150B, or COOP 2150A/2150B. COOP

In the event of a discrepancy between this document and the official KPU 2015-16 Calendar (available at www.kpu.ca/calendar/2015-16), the official calendar shall be deemed correct.