

# Marketing

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 to serve those needs.

The Bachelor of Business Administration (BBA) in Marketing Management degree produces graduates who bring contemporary applied marketing skills and sound business management acumen to their organizations, helping them to succeed in a dynamic global economy.

The Marketing Management Diploma and Marketing Certificate programs are 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. 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.

The Marketing Management programs provide full-time and part-time intensive study with 1000 and 2000 level MRKT courses being offered during the day and late afternoons with Degree classes scheduled in the later afternoons and in the evenings, to allow students to further their education while maintaining current employment. Students may apply to start any of the marketing programs in the summer semester but should note that course offerings may be limited.

Graduates of the Diploma and Degree programs acquire the following:

- Critical thinking and problem-solving skills by assessing and interpreting source materials, evaluating arguments, examining and applying both case-based and real-world business based projects, as consulting teams in the development of business and marketing plan solutions.
- Skills to manage communication initiatives to create and implement marketing plans that achieve organizational goals.
- Professional and persuasive communications skills through a variety of media (traditional, emerging, and technology driven).
- Skills required to develop creative media objectives, strategies and tactics to reach key target markets across all media and communication options and platforms.
- An understanding of the entire organization, and the important role of corporate citizenship.
- Collaboration skills with all functional areas of an organization (accounting, human resources, operations, production, marketing, sales etc.).
- Skills necessary to work effectively in teams, assuming roles of leader and follower, as appropriate.

Graduates of the Degree program also develop the following:

- Skills necessary to conduct business activities using contemporary social media applications.
- Ability to analyze quantitative and qualitative information using contemporary web tools to facilitate informed marketing decision-making strategies.
- Advanced quantitative business skills.

Some unique features of the Marketing programs are:

- The BBA degree has a capstone project for a real client organization, which allows students to translate their learning into one cohesive project that encompasses the integration of knowledge acquired throughout the degree.
- Learning partnerships with business, applied projects and assignments, and ongoing work experience.
- Entry points that allow for the transfer of credits from recognized post-secondary programs.
- Exit/re-entry flexibility, where a student can complete the program at their own pace. This allows for changing outside-of-school time requirements and does not lock a student into a rigid program structure and timeframe.
- Professional development for individuals seeking higher level training.

Many of the courses included in this program are articulated with other universities and colleges for ease of course transferability to and from KPU. Please refer to the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca) regarding the transferability of courses to and from specific institutions in British Columbia.

**Please visit [kpu.ca/business/programs-and-courses](http://kpu.ca/business/programs-and-courses) for more information on School of Business programs.**

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## STUDENT PROFILE

- High school graduates who wish to pursue a Marketing career
- Business students from disciplines such as Accounting, Business Management, Economics, Computer Sciences and Information Systems, who wish to continue their studies by expanding the depth and breadth of their knowledge, skills, and practical marketing experience
- Current Kwantlen Polytechnic University students who have completed courses in a different discipline (i.e. Arts, Science, Horticulture, Graphic Design) who wish to better understand marketing for their field
- Mid-level management working full-time, with some post secondary education, seeking to upgrade their skills in the marketing field through part-time studies
- International students seeking a BBA in Marketing from an accredited university

## 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.

A **BBA in Marketing Management** prepares students for a career in business or management. Marketing managers have leadership positions in the marketing area of an organization. Marketing programs designed to serve the organization's target markets are directed and implemented by marketing managers. Marketing management professionals work closely with the promotions, advertising, and sales staff of an organization to

effectively serve customers. They use tools such as advertising, social media, and promotional events to increase awareness of products, ideas and services. Marketing leaders help their organizations adapt to changing markets through innovation and the development of new products. As well, they make pricing decisions to keep the organization competitive, yet profitable. Many graduates continue in post graduate studies, such as a MBA.

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.

Marketing graduates find careers in the following areas:

- Sales, Marketing and Advertising Managers
- Retail Trade Managers
- Business Development Officers
- Marketing Researchers
- Consultants
- Professional Occupations in Business Services to Management
- Professional Occupations in Public Relations and Communications
- Retail Trade Supervisors

Examples of Job Titles include:

- Business Development Officer
- Market Research Executive
- Marketing Analyst
- Advertising Account Executive
- Business Management Consultant
- Management Analyst
- Promotion Specialist
- Marketing Manager
- Assistant Marketing Manager
- Marketing Executive
- Manager Marketing Planning
- Retail Division Manager
- Manager Digital Marketing
- Manager Social Media