

Marketing: Certificate

Faculty of Business	kpu.ca/business
Implementation Date	01-Sep-2012
Start Date(s)	September January May
Intake Type	Open intake
Instructional Cycle	Semester-based
Program Type	Undergraduate
Credential Granted	Certificate
Offered At	Langley Richmond Surrey
Format	Full-time Part-time
How to Apply	www.kpu.ca/admission

DESCRIPTION

Students in the Marketing Certificate program will 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 with an Educational Advisor when considering the Marketing Certificate. (The certificate may be completed in two semesters dependent on course offerings.)

ADMISSION REQUIREMENTS

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

CURRICULAR 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
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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**.