BUSINESS - MARKETING

Program: BMKN
Credential: Ontario College Diploma
Delivery: Full-time + Part-time
Length: 4 Semesters
Duration: 2 Years
Effective: Fall 2027
Location: Barrie

Description

Marketing professionals drive organizational success for corporations and non-profits by translating customer desires into effective strategies. Students learn to assess market opportunities, segment target markets, and create strategies and tactics that help achieve organizational goals. Students build a solid business foundation and develop skills across the spectrum of marketing activity, from research, through strategy development and planning, sales, digital marketing and social media, and persuasive communication across media platforms. Through a busy, student-run agency, students work on a wide range of projects which they ultimately pitch to the clients for possible implementation.

Career Opportunities

Entry-level positions for graduates may include marketing coordinator, social media specialist, sales representative, marketing technology specialist and similar roles within a range of corporate settings, agencies, and non-profit sectors including the arts, education and health, and charitable organizations. Career pathways for marketing professionals may lead to executive-level positions or self-employment in a consulting capacity.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. contribute to the development of a marketing plan that will meet the needs or goals of a business or organization;
2. contribute to the development of an integrated marketing communication plan of a product, concept, good and/or service based on an identified market need or target;
3. contribute to the development of new and/or modified marketing concepts, products, goods and/or services that respond to market needs;
4. contribute to the development of strategies for the efficient and effective placement/distribution of a product, good, and/or service to respond to an evolving market;
5. contribute to the development of strategies related to pricing for a product, good, and/or service;
6. analyze the viability of a concept, product, good and/or service in local, national or global markets;
7. participate in conducting market research to provide information needed to make marketing decisions;
8. communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats;
9. plan, prepare and deliver a sales presentation or pitch to address the needs of a client;
10. develop strategies with clients, customers, consumers, co-workers, supervisors and others to maintain and grow working relationships;
11. develop learning and development strategies to enhance professional growth in the field;
12. apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives;
13. operate within a framework of organizational policies and practices, when conducting business of the organization;
14. employ environmentally sustainable practices within the profession.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2027
- **Sem 2:** Winter 2028
- **Sem 3:** Fall 2028
- **Sem 4:** Winter 2029

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at https://www.georgiancollege.ca/admissions/credit-transfer/ (http://www.georgiancollege.ca/admissions/credit-transfer/)

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, mature student status
- Grade 12 English (C or U)
- any Grade 11[1] or 12 Mathematics (C, M, or U)

[1] Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/academic-regulations/ (https://www.georgiancollege.ca/admissions/academic-regulations/)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit for Prior Learning website for details: www.georgiancollege.ca/admissions/credit-transfer/ (https://www.georgiancollege.ca/admissions/credit-transfer/)

Additional Information

Graduates with a minimum GPA of 70 percent can receive credits toward the Honours Bachelor of Business Administration (Management and Leadership) degree program at Georgian College.

For more information on how you can use your credits to further your education, visit the Credit for Prior Learning webpage (https://www.georgiancollege.ca/admissions/credit-transfer/)

Bring Your Own Device (BYOD) requirements

All Georgian College students are required to bring their own device (BYOD) (https://georgiancollege.ca/byod/) that meets the technology requirements (https://georgiancollege.ca/byod/) for their program. Having access to a personal laptop that meets your program's technical requirements will ensure you're prepared for in-class, online and hybrid learning activities. Students are responsible for the cost, software installation, maintenance and repair of their device.

Graduation Requirements

17 Program Courses
2 Program Options
2 Communications Courses
3 General Education Courses

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		**Hours**
Program Courses		
ADVE 2005	Professional Presentation Skills	42
BUSI 1001	Introduction to Organizational Behaviour	42
COMP 1003	Microcomputer Applications	42
MATH 1002	Mathematics of Finance	42
MKTG 1000	Introduction to Marketing	42
Communications Course		
COMM 1016	Communication Essentials	42
	Hours	**252**
Semester 2		
Program Courses		
ACCT 1000	Financial Accounting Principles 1	42
ADVE 1007	Graphic Design Fundamentals	42
ADVE 2020	Social Media Strategy	42
MKTG 1017	Digital Marketing and Analytics	42
MKTG 1018	Strategic Marketing Planning	42
General Education Course		
Select 1 course from the General Education list during registration.		42
	Hours	**252**
Semester 3		
Program Courses		
ADVE 2001	Integrated Marketing Communications	42
ADVE 2013	Account and Project Management	42
MKTG 1019	Introduction to Marketing Research	42
MKTG 2041	Applied Digital Marketing and Analytics	42
General Education Course		
Select 1 course from the General Education list during registration.		42
Program Option Course		
Select 1 course from the available list during registration. Contact the program coordinator for further details.		42
	Hours	**252**
Semester 4		
Program Courses		
MKTG 1003	Principles of Sales	42
MKTG 2039	Strategic Marketing and Professional Practice	42
MKTG 2046	Marketing Technology	42
General Education Course		
Select 1 course from the General Education list during registration.		42
Communications Course		
Select 1 course from the Communications list during registration.		42
Program Option Course		
Select 1 course from the available list during registration. Contact the program coordinator for further details.		42
	Hours	**252**
	Total Hours	**1008**

Code	**Title**
Program Option Courses	
Program option courses may include:	
ADVE 1008	Media Planning
ADVE 2004	Public Relations
ADVE 2024	Digital Video and Content Creation
ADVE 2026	Ontario Colleges' Marketing Competition Preparation
ENTR 1002	Entrepreneurship Essentials
MKTG 2031	Sport Marketing and Sponsorship

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.