

Part-time Online Business – Marketing Diploma (BMK1)

Winter Start – 3 YRS to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Winter Year 1			
	MKTG-1028	Secondary Market Research	
	MKTG-1054	Principles of Advertising & Branding	
	MKTG-1094	Marketing Presentations	
Summer Year 1			
	BUSI-1060	Strategies for Success	
	WRIT-1032	Reason & Writing - Business 1	
	MKTG-1012	Principles of Marketing 1	
Fall Year 1			
	MATH-1052	Business Math	
	COMP-1413	Adobe Suite for Business	
	COMP-3077	Excel for Business - Adv	
Winter Year 2			
	MKTG-1095	Digital Marketing	
	MATH-1080	Statistics for Marketing	
	MGMT-3041	Organizational Behaviour	
Summer Year 2			
	GENED	General Education Elective	
	BUSI-1005	Introduction to Business Processes	
	ACCT-1100	Principles of Accounting 1	
Fall Year 2			
	MKTG-3033	Advertising: Emerging & Traditional	
	ECON-1002	Economics 1	
	MKTG-1055	Marketing Metrics	
Winter Year 3			
	MKTG-3042	Strategic Marketing & Marketing Plan	
	MKTG-1056	Sports, Entertainment & Event Marketing	
	MGMT-3058	Retail Management & e-Commerce	
Summer Year 3			
	GENED	General Education Elective	
	COMM-3020	Professional Communication **	
Fall Year 3			
	MKTG-3007	Selling Fundamentals	
	ECON-1005	Economics 2	

** course has pre-requisites, use recommended progression