

Part-time Online Marketing Management Graduate Certificate (MKM1) Fall Start – 2 YRS to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Fall Year 1			
	MKTG-5006	Marketing Management	
	MGMT-5074	Google Analytics	
	MKTG-6017	Primary Marketing Research	
Winter Year 1			
	MGMT-6065	Global Market Strategy	
	MGMT-5050	New Media Marketing	
	MGMT-5057	Search Engine Marketing & Google Adwords	
Fall Year 2			
	COMM-6019	Advanced Professional Communication	
	MGMT-6066	CRM-A Management Approach	
	COMP-5062	Web Design for Optimization	
Winter Year 2			
	SUBREQUIREMENT		
	Take MGMT-5092 OR MGMT-6018 and MKTG-6015		
	MGMT-5092	Consultancy Employer Rounds (GPA requirements apply to be eligible) OR	
	MGMT-6018	Consumer Behaviour	
	MKTG-6015	Non-Profit & Event Marketing	
	MGMT-6067	Business to Business Selling	