

## Part-time Online Marketing Management Graduate Certificate (MKM1) Fall Start - 3 YRS to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
<b>Fall Year 1</b>			
	MKTG-6017	Primary Marketing Research	
	MKTG-5006	Marketing Management	
<b>Winter Year 1</b>			
	MGMT-5050	New Media Marketing	
	MGMT-6065	Global Market Strategy	
<b>Fall Year 2</b>			
	MGMT-5074	Google Analytics	
	COMP-5062	Web Design for Optimization	
<b>Winter Year 2</b>			
	MGMT-5057	Search Engine Marketing & Google Adwords	
	MGMT-6067	Business to Business Selling	
<b>Fall Year 3</b>			
	MGMT-6066	CRM-A Management Approach	
	COMM-6019	Advanced Professional Communication	
<b>Winter Year 3</b>			
	<b>SUBREQUIREMENT</b>		
	Take MGMT-5092 <b>OR</b> MGMT-6018 <b>and</b> MKTG-6015		
	MGMT-5092	Consultancy Employer Rounds (GPA requirements apply to be eligible) <b>OR</b>	
	MGMT-6018	Consumer Behaviour	
	MKTG-6015	Non-Profit & Event Marketing	