FANSHAWE
LAWRENCE KINLIN
SCHOOL OF BUSINESS

Part-time Online Marketing Management Graduate Certificate (MKM1)

Fall Start – Two Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Fall – Year 1			
	MKTG-5006	Marketing Management	☐
	MGMT-6207	Google Analytics & SEO	☐
	MKTG-6045	Market Research	☐
Winter – Year 1			
	MGMT-6208	Global Marketing & E-Commerce	☐
	MKTG-6037	Analytics & Metrics	☐
	MKTG-6067	B2B Social Selling	☐
Fall – Year 2			
	COMM-6019	Advanced Professional Communication*	☐
	MKTG-6066	CRM and Automation	☐
	COMP-6065	Web Design for User Experience	☐
Winter – Year 2			
OPTION 1	APPLY TO **VILLAGE CREATIVE**†		☐
OPTION 2	MGMT-6209	Social Media & Content Management	☐
	MGMT-6210	Google & Meta Ads	☐
	MKTG-6068	Digital Product Innovation	☐

* COMM-6019 Advanced Professional Communication also runs in winter and summer terms

† Don't miss your opportunity to apply for a spot in Fanshawe's digital marketing agency, Village Creative! Open in Winter semesters only, and fully online, you can apply to Village Creative and learn hands on as an agency offering companies free services including Social Media Plans, SEO Audits, Website builds, Shopify eCommerce sites, SEM Campaigns, Brand Development, and more. Using real budgets, you will also craft and execute live advertising campaigns on Google, Meta and TikTok.

Guided by experienced professors, you'll learn by doing and gain practical skills and industry recognition. If you are accepted into Village Creative, you will be exempt from MKTG-6015 (Non-Profit and Event Marketing), MKTG-6018 (Consumer Behaviour) and MGMT-6191 (Search Engine Marketing). Have no fear! Village Creative is worth 10 credits and you achieve similar learning outcomes with many added bonuses. We guide you every step of the way. This is still an online class but with very cool, hands-on projects.

Students with a cumulative program GPA of 3.0 or higher – please apply! Admission is limited and through personal application only. To apply, CLICK HERE to complete the application form. Once we get your application, we will reach out for a short Zoom interview.

If you have any further questions, please reach out to us at hello@villagecreative.ca