

Bachelor of Commerce – Digital Marketing

Lawrence Kinlin School of Business Bachelor of Commerce Degrees

The Lawrence Kinlin School of Business Bachelor of Commerce Degrees offer the best of both worlds - theoretical knowledge combined with practical hands-on learning. Our three new Bachelor of Commerce degrees produce exactly what employers are looking for - strategic thinkers that can hit the ground running.

Our industry-leading faculty's practical approach prepares students for their careers following graduation. They teach students to recognize new business opportunities, approach challenges creatively and anticipate the unique needs of the global business market.

Our degrees are designed with flexibility in mind. Students may start directly into Semester One beginning in the fall, or they may ladder into the degree after completion of either a diploma or advanced diploma. Students may also decide to start in one of our Business diploma or advanced diploma programs and transfer into the degree programs after completion of their second or third year.

With its blend of higher learning and real world practice, Co-operative Education has become a proven method to expose our next generation of graduates to a world of new ideas and different ways of working in a work place where change is accelerating and challenges are growing more complex.

Why Should My Company Hire a Co-op Student?

Some employers believe that today's graduates have no concept of the "real" world of work; we provide this opportunity through Co-operative Education. Any position that gives the student relevant work experience in their chosen field of study would be suitable for a co-op work term.

Co-operative Education students are ultimately looking ahead to careers in companies and organizations such as yours. For this reason they are eager to get involved, make a worthwhile contribution and learn from the experiences they will have at your business.

Participation in Co-operative Education also gives the employer an opportunity to try out a student's capabilities without obligation or commitment to permanent employment.

This work oriented educational system integrates academic study with paid, on-the-job work experience by alternating study terms at College and periods of employment with participating companies. It is essential that the student be treated like a regular company employee. This ensures that a realistic picture of the working environment in that field is obtained.

Perhaps more important to the educational experience is what the students gain from the working experience; an attitude for success and the ability to work with a diverse cross-section of co-workers.

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The Bachelor of Commerce (Digital Marketing) program is a four-year, honours level degree with a mandatory co-op work term between semesters 7 and 8.

Students will study core fundamentals of business including business strategy, management, human resources, accounting and leadership in addition to the specialized digital marketing courses, including brand management and media integration, analytics, strategic website management and search engine marketing. Students will be well prepared to write certification exams within the digital marketing field upon graduation.

Graduates of this program will be prepared to assist organizations in leveraging the exciting opportunities now available through online and other avenues for engaging customers and developing business relationships. Graduates may choose from careers in areas of digital marketing, general marketing, direct marketing, communications, product marketing, customer relationship management, market analysis, search engine marketing/optimization, web analytics or entrepreneurial pursuits.

Employability Skills:

- Critical thinking skills
- Ability to analyze data and other pertinent information
- Team work
- Respect for others
- Time management
- Responsibility
- Resilience
- Communication skills
- Strong technical skills

Marketing Course Work

- Marketing 1 & 2
- Strategic Website Management
- Brand Management and Media Integration
- Digital Marketing
- Consumer Behaviour
- Marketing Metrics and Analysis
- Managing Customer Relationships
- Search Engine Marketing
- Global Strategy and e-commerce

Additional Courses and Areas of Study

- Business Law
- Human Resource Management
- Organizational Behaviour
- Project Management
- Strategic Policy and Planning
- Accounting for Managers
- Computer applications for business
- Statistics/Quantitative Methods
- Micro/Macro Economics
- Leadership
- Professional Communication
- Ethics, Liberal Studies, Critical Thinking