

Business – Marketing

A Two-Year Ontario College Diploma with
Co-operative Education Endorsement

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The Program

This program offers great flexibility with September, January or May admission. After earning a two-year Business – Marketing diploma, eligible students may add a third year to earn a Business Administration – Marketing advanced diploma.

The Content

Students learn that marketing is a broad set of activities and decisions that must be made about a product or service to satisfy customer needs – everything from design and production to distribution, pricing, advertising, sales and even maintenance. Developing good marketing strategies and properly executing those strategies most often determines whether a product will be a success. Students learn marketing principles, conduct research, write proposals and recommendations and interact with others in group assignments.

Outcomes

Graduates work in public relations, advertising, sales, retail marketing, event planning, sales promotions and market research.

Work Terms

The Business – Marketing program now has continuous entry, which means that students can access any of the academic semesters they require during any term. What this means to you as an employer is that there will be students available for work terms virtually year round and options are many. Generally, students complete work terms of 4 month duration, however, arrangements can be made for students to continue a work term for 8 or 12 months dependent on employer needs and student availability.

Skill Levels

Year One

- Identify how and when to use secondary data
- Work with basic financial statements
- Perform various pricing and profit calculations
- Create a marketing strategy
- Identify competition, cultural and economic issues in the marketplace
- Analyze the market with various entry-level marketing skills
- Work with a team toward developing a complete project
- Apply basic accounting concepts

Year Two

- Create an IMC campaign for a client
- Identify and create appropriate advertising through different mediums
- Prepare and deliver a well-structured sales presentation
- Identify and create appropriate competitive strategies for a retail business
- Create and analyze a comprehensive business plan
- Develop pleasing and detailed graphic material suitable for print
- Introductory project management
- Conduct a PEST and SWAT analysis
- Demonstrate and apply the use of key projects management tools such a work breakdown structure, network diagrams and critical path to create a project plan
- Calculate and evaluate most standard statistical measures on existing data including regression analysis; probabilities and distributions; sampling; statistical elimination; and hypothesis testing
- Using InDesign, Adobe Photoshop and Illustrator, create pleasing, attention grabbing flyers, ads and other publications at an advanced level

Course Outline

For the official Degree Audit, please see Registrar's Office

Level 1 – Take all of the following Mandatory Courses

ACCT-1004	Principles of Accounting I
WRIT-1032	Reason & Writing – Business I
MKTG-1012	Principles of Marketing I
MATH-1052	Business Math
BUSI-1060	Strategies for Success
BUSI-1005	Introduction to Business Processes

Level 2 – Take all of the following Mandatory Courses

Gen Ed.	– take one 3-credit Gen. Ed. elective course
MKTG-1028	Secondary Marketing Research
MKTG-1054	Principles of Advertising & Branding
MKTG-1020	Marketing Presentations
COMP-3077	Excel for Business – Advanced
ECON-1005	Economics II
COOP-1020	Co-operative Education Employment Prep

Level 3 – Take all of the following Mandatory Courses

COMM-3020	Professional Communication
MKTG-3033	Advertising: Emerging & Traditional
MKTG-3007	Selling Fundamentals
MKTG-1055	Marketing Metrics
COMP-1413	Adobe Suite for Business
MGMT-1209	Corporate Responsibilities & Ethics
ECON-1002	Economics II

Level 4 – Take all of the following Mandatory Courses

Gen Ed.	– take one 3-credit Gen. Ed. elective course
MGMT-3067	Small Business Management
MKTG-3032	Strategic Marketing & Marketing Plan
MATH-1080	Statistics for Marketing
MGMT-3041	Organizational Behaviour
MKTG-1056	Sports, Entertainment & Event Marketing
MGMT-3058	Retail Management & e-Commerce

Requirements:

- Take two 3-credit General Education (Gen.Ed.) elective Courses
- Program Residency

Students must complete a minimum of 19 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program.

Sample Co-op Progression Chart:

Fall Intake – Option A			
	Fall	Winter	Summer
Year 1	Acad. 1	Acad. 2	Off
Year 2	Acad. 3	Work 1	Work 2
Year 3	Acad. 4		
Fall Intake – Option B			
	Fall	Winter	Summer
Year 1	Acad. 1	Acad. 2	Work 1
Year 2	Acad. 3	Acad. 4	Work 2
Fall Intake – Option C			
	Fall	Winter	Summer
Year 1	Acad. 1	Acad. 2	Off
Year 2	Acad. 3	Work 1	Work 2
Year 3	Work 3	Acad. 4	

Winter Intake – Option A			
	Winter	Summer	Fall
Year 1	Acad. 1	Acad. 2	Acad. 3
Year 2	Work 1	Work 2	Acad. 4
Winter Intake – Option B			
	Winter	Summer	Fall
Year 1	Acad. 1	Off	Acad. 2
Year 2	Acad. 3	Work 1	Work 2
Year 3	Acad. 4		
Winter Intake – Option C			
	Winter	Summer	Fall
Year 1	Acad. 1	Acad. 2	Work 1
Year 2	Acad. 3	Work 2	Acad. 4

Summer Intake – Option A			
	Summer	Fall	Winter
Year 1	Acad. 1	Acad. 2	Work 1
Year 2	Work 2	Acad. 3	Acad. 4
Summer Intake – Option B			
	Summer	Fall	Winter
Year 1	Acad. 1	Acad. 2	Acad. 3
Year 2	Work 1	Work 2	Acad. 4
Summer Intake – Option C			
	Summer	Fall	Winter
Year 1	Acad. 1	Acad. 2	Acad. 3
Year 2	Work 1	Acad. 4	Work 2