

BUSINESS ADMINISTRATION MARKETING MAJOR



Get the big picture and learn to think like a leader

The Business Administration – Marketing program provides students with an in-depth knowledge of a wide range of marketing and business administration skills that allows them to pursue a marketing or sales career in either the business-to-consumer or business-to-business industry sectors. You'll learn to make strategic decisions regarding product, distribution, pricing, marketing communications, sales, web marketing, and marketing research in both traditional and e-business environments.

YOUR CAREER

Graduates may find employment in one of the many sectors of the marketing profession: marketing management, sales and sales management, marketing communications management, web marketing, product management, marketing research and business-to-business marketing.

SUCCESS FACTORS

This program is well suited for individuals who:

- Enjoy the challenge of combining creativity with analytical decision making.
- Are energetic, enthusiastic and thrive in a dynamic environment.
- Have a collaborative style and strong communication skills.

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Frequently Asked Questions

When is this program offered?

Students can begin their studies in Business Administration Core in September or January. For those students who start in January, the expectation is that you continue through the summer with semester 2. Level 4 for each of the majors begins every January.

How is this program structured?

Students would begin their studies in Business Administration Core which is three levels of courses designed to prepare you for your major and provide you with a solid business foundation. After completing Core you will select a major and spend the next three levels studying your major courses.

What would I learn?

Marketing students apply their knowledge to create an advertising and promotional plan which is supported by primary research. They also launch a new product idea, develop a professional sales presentation, and design a website and marketing plan for a real industry client. In their final year, students have the opportunity to participate in the prestigious Ontario Colleges Marketing Competition (OCMC) and culminate their college learning experience by organizing a professional industry networking event.

Graduates of the Marketing major earn a certificate from the Canadian Professional Sales Association, CPSA.

What equipment do I need?

Students are expected to have and use a laptop or mobile computing device when registered in this on-campus program. Hardware and software specifications required by your program are outlined at www.algonquincollege.com/byod.

Algonquin has expanded the use of learning technology by adopting digital textbooks. Effective Fall 2013, the required text and digital resources in all your courses (with the exception of general education electives) will be provided to you at the beginning of each term.

FOR MORE INFORMATION, CONTACT

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