Our Program

Nurture your creative skillset to boost your career in marketing.

The two-year Business - Marketing Ontario College Diploma program provides learners with a strong theoretical marketing foundation and the opportunity to apply it through hands-on industry projects, assignments and simulation tools. You develop the knowledge and applied skills to succeed in a wide range of marketing and business roles. Additionally, you use computing technology in a collaborative learning environment to learn, develop and apply the technical skills that employers desire.

Learn about how marketing affects the operations of a business - from product conception to launch and delivery.

Explore concepts such as:

• marketing to the consumer and business marketplace
• product and pricing strategies
• marketing planning and decision-making
• global marketing
• marketing communications and promotions
• marketing research
• professional selling
• sales management
• digital marketing and distribution

Employment

Graduates may be employed in a wide range of marketing activities, including sales (both business-to-business and retail), sales promotion, advertising, web and digital marketing and social media, marketing research and planning, purchasing, customer service and product/brand management. Opportunities may be available with domestic and international retailing, manufacturing, service and wholesaling firms, and in government departments and agencies. In addition to employment in the public and private sectors, some graduates may pursue self-employment opportunities.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

• Develop an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.
• Develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis.
• Develop strategies for the efficient and effective distribution of products, concepts, goods, and services.

• Determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs.

• Evaluate results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.

• Formulate and prepare a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria.

• Project the impact of a marketing initiative using quantitative information.

• Address marketing problems and opportunities using a variety of strategies and tactics.

• Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others.

• Communicate marketing information persuasively and accurately in oral, written, and graphic formats.

• Evaluate the viability of marketing products, concepts, goods, or services in an international market or markets.

• Conduct primary and secondary market research to provide information needed to make marketing decisions.

• Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise.

• Assist in the development of a business plan.

• Apply the principles of business ethics and corporate social responsibility.

• Use professional sales techniques to make a sale.

• Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.

• Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

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<td>BUS2301</td>
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<td>ENL1813B</td>
<td>Communications I</td>
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<td>MKT2205</td>
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<td>MKT2216</td>
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<td>LAW2205</td>
<td>Contemporary Political and Legal Issues in Canadian Society</td>
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<td>MKT2213 - Skills for the Workplace</td>
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<td>MKT2260 - Industry Marketing Plan</td>
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<td>MKT2261 - Marketing Plan Project Field Work</td>
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<td>MKT2292 - Integrated Marketing Communications II New Media</td>
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**Fees for the 2019/2020 Academic Year**

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at [https://www.algonquincollege.com/fee-estimator](https://www.algonquincollege.com/fee-estimator).

Further information on fees can be found by visiting the Registrar’s Office site at [https://www.algonquincollege.com/ro](https://www.algonquincollege.com/ro).

Fees are subject to change.

Additional program related expenses include:

Books and supplies can be purchased from our college bookstore; pricing is available online at [https://www.bookstore.algonquincollege.com/](https://www.bookstore.algonquincollege.com/).

Level 02 students incur up to $25 in expenses for pricing simulation tools associated with MKT2206.

Level 03 students incur up to $30 in expenses for research costs associated with MKT2284.

Level 04 student incur up to $30 in expenses for research costs associated with MKT2261.

**Admission Requirements for the 2020/2021 Academic Year**

**College Eligibility**

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

**Program Eligibility**

- English, Grade 12 (ENG4C or equivalent).
- Mathematics, Grade 11 (MBF3C or equivalent).
- International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-
International applicants must provide proof of the subject-specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

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- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
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- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency.
- Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

Application Information

BUSINESS - MARKETING
Program Code 0214E01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: https://algonquincollege.force.com/myACint/.

For further information on the admissions process, contact:
Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

Levels 01 and 02 of this program are also offered full-time online through the Centre for Continuing and Online Learning. **NOTE:** Level 03 and 04 must be completed on campus, due to industry project work.

For more information on the Canadian Professional Sales Association Sales Certificate visit http://www.cpsa.com/.

For program information, visit the School of Business website at https://www.algonquincollege.com/business or contact Bill Garbarino, Program Coordinator, at 613-727-4723 ext. 5209 or mailto:garbarw@algonquincollege.com.

Course Descriptions

**ACC2214 Financial Information for Marketing**

Students are introduced to management accounting information used by the marketing manager to make financial decisions. Computer applications are used to illustrate problem-solving techniques.

Prerequisite(s): none
Corerequisite(s): none

**BUS2301 Business Computer Applications**

The knowledge gained in this course provides students with a solid foundation for future learning in other studies, and in business. Students learn a variety of tasks in Windows file management. Students also learn tasks and produce assignments in Microsoft Office for PC. Web based software running computer-based simulations and assessments are used to support and enrich the learning experience. It is strongly recommended that students use a PC. Mac students may be required to install and learn additional software to successfully complete the course.

Prerequisite(s): none
Corerequisite(s): none

**ENL1813B Communications I**

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students develop stronger grammar and business writing skills to become effective business communicators. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s): none

**ENL1823B Communications II**
Students continue to expand their practical writing and speaking skills for successful communication in business. Using real-life scenarios and research skills, they produce informal reports and proposals, deliver presentations to a live audience supported by technology, and create a job search package. Students create professional documents, such as information reports, progress reports, justification/recommendation reports, summary reports, and minutes of meetings to develop up-to-date writing skills. The job search package includes employment readiness skills, resumes, persuasive cover letters, and interview techniques. In all written work, students continue to develop and enhance their grammar skills to meet professional, workplace standards.

Prerequisite(s): ENL1813B
Corerequisite(s): none

GED0214E General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s): none

GED2234 Contemporary Ethical Issues

The purpose of this course is to demonstrate to students that important ethical issues arise in all areas of our society and how they respond to these issues has a substantial impact on the quality of their lives. Students analyze basic concepts and issues relating to ethics. These concepts and issues are then reviewed in relation to how they can be of benefit to students as they progress through life and face the many ethical challenges relating to work, relationships, general social interaction and institutionalized human social behaviour. Upon successful completion of the course, students have acquired a better understanding of themselves and how they should relate to others in an ethical context.

Prerequisite(s): none
Corerequisite(s): none

LAW2205 Contemporary Political and Legal Issues in Canadian Society

Students learn how and why the country of Canada was created and organized as a federal system. The course begins to explore the effects of colonialism and complex relationship between Indigenous peoples and Canada. Students learn how and why various branches of government and public institutions have evolved to what they are today. With this knowledge and perspective, students then review particular areas of interest including: The Canadian Charter of Rights and Freedoms and its interpretation by the courts; general Canadian human rights issues; Canada’s response to selected criminal law issues; Canadian immigration policy; personal information privacy issues; Canada’s relationship with the United States; Canada’s role at the United Nations and its relationship with other countries; federal-provincial relations and the future of Canada both in terms of how it can remain one country and how it can successfully meet the global challenges of the 21st century.

Prerequisite(s): none
Corerequisite(s): none

MKT2205 Marketing Foundations

Students are introduced to the fundamentals of marketing, including the assessment of business environments to determine market potential. Students analyze the market to determine how to establish a competitive advantage and assess buyer behaviour. The four P’s of marketing (product, price, promotion and place) are examined to determine the ideal set of marketing strategies and tactics to enhance an organization’s competitive positioning.

Prerequisite(s): none
Corerequisite(s): none
MKT2206 Product and Pricing Strategies

Students acquire an in-depth appreciation for product and pricing strategies and tactics. Students gain a thorough appreciation for the new product development process, the strategies to effectively manage a product through its life cycle and the distinguishing factors between product and service marketing. Students study various product strategies to understand the conditions supporting each approach. With a firm grasp on product strategies students investigate supportive pricing strategies. Students discover theories that marketers apply to manage customer price sensitivity, competitive pricing actions and opportunities to segment the market on the basis of price to maximize profitability. Students also learn the process and factors behind setting prices, apply formulas to assess the financial impacts of their pricing decisions and participate as a group member in solving pricing dilemmas and developing financial analyses as presented in a case study.

Prerequisite(s): MKT2205
Corerequisite(s): none

MKT2207 Marketing Channels

Students gain an understanding of how businesses leverage distribution channels within their marketing mix, both strategically and tactically. In addition to traditional direct and indirect distribution channels, students focus is on web-based and mobile electronic channels. Integration of distribution strategies with other marketing mix strategies is studied. Students apply this knowledge to specific situations in order to develop effective distribution channel strategies, solve distribution channel problems, and make recommendations to improve distribution channel efficiencies. Student teams use knowledge acquired to establish a marketing channel strategy, in conjunction with a joint MKT2283 Sales Management industry project.

Prerequisite(s): MKT2206
Corerequisite(s): MKT2283

MKT2208 Digital Marketing

Students focus on digital marketing strategies using a broad range of online marketing tools. Establishing key messages, building engagement and effectively communicating with customers is essential in the digital landscape today. Students build a strong foundation in content marketing and management systems, social media marketing, search engine marketing and measurement analytics, all cornerstones to an effective digital strategy. In the major team project, students have the opportunity to apply these digital marketing strategies to an industry client.

Prerequisite(s): MKT2206 and MKT2291
Corerequisite(s): MKT2260 and MKT2261 and MKT2292

MKT2213 Skills for the Workplace

Students focus on planning and enhancing the skills required to pursue the next phase of their career preparation. The course contains two streams: an industry preparation and postsecondary education continuation stream; students choose the stream that best suits their short-term post-graduation plans. Within the industry stream, students focus on researching employment opportunities, expanding their professional network, employability skill assessment and interview preparation. This allows students to gain confidence as they launch their professional marketing career. Within the postsecondary continuation stream, students focus on analyzing various opportunities to expand their applied skills within complementary program areas. Students explore the various "laddering" agreements that are in place between the Business Marketing program and other diploma, advanced diploma, degree and graduate certificate programs. Within both streams, students develop a professional LinkedIn profile and resume and benefit from interacting with various guest speakers.

Prerequisite(s): none
Corerequisite(s): none

MKT2216 Skills Transferable to Business

Learners develop foundational business skills to help them successfully graduate and prepare for the workforce. The focus is on preparing learners for professional employment by developing the
following essential employability skills: personal and information management, leadership and team work, and communication and problem solving techniques. Using a professional setting, learners participate in the following workshops: goal setting, time management, secondary research techniques, leadership and team building, decision making, project management, conflict resolution and speaking and presentation skills. Learners develop an awareness of their strengths and weaknesses and develop strategies for successful lifelong learning. Learners' ability to demonstrate these skills is essential as they participate in their academic and professional paths.

Prerequisite(s): none
Corerequisite(s): none

**MKT2217 Global Marketing**

Students learn about the issues and the decisions required for businesses to succeed in the global marketplace. The course makes extensive use of electronic methods to characterize and exploit international marketing opportunities. By researching foreign markets, students understand how to evaluate suitable products/services for international target markets, establish efficient international distribution channels, conduct effective international promotion programs, establish profitable international pricing and develop approaches to international financing. A key component is a group term project which involves preparing a country profile, a market audit and a competitive analysis in preparation for the decision on how to grow the business in that country.

Prerequisite(s): MKT2205
Corerequisite(s): MKT2206

**MKT2260 Industry Marketing Plan**

Students apply concepts to an industry client. Working in teams, students create a marketing plan for a local business. The course works in tandem with MKT 2261 (field work), MKT 2208 (Digital Marketing) and MKT 2292 (IMC 2) allowing the student to develop and practice cross-discipline and teamwork skills. Students conduct an in-depth analysis of internal and external marketing factors in order to uncover a target market and positioning opportunity for their industry client which provides the business a new market opportunity. Students then take this marketing strategy and develop a complementary marketing mix to leverage the identified market opportunity, a detailed implementation plan and financial analysis to prove the financial viability of their plan.

Prerequisite(s): MKT2206 and MKT2207 and MKT2283 and MKT2284 and MKT2291
Corerequisite(s): MKT2261

**MKT2261 Marketing Plan Project Field Work**

Student teams are assigned to work with an industry client to research all aspects of the client’s business including all pertinent internal and industry micro and macro environmental factors. Students use primary and secondary research tools and methodologies to assess the industry competitive set and conduct an in-depth customer analysis. The knowledge created from this in-field work guides the creation of the Marketing Plan Objectives, strategies and supporting marketing mix programs within the MKT2260 course. Students also learn unique approaches to client management along with enhanced team presentation skills.

Prerequisite(s): MKT2206 and MKT2207 and MKT2283 and MKT2284
Corerequisite(s): MKT2260

**MKT2282 Professional Selling**

Students develop the selling skills they require during a business career. Major topics studied include the importance of the selling function to all types of organizations, ethical issues in selling and steps in the selling process. Students become familiar with the Canadian Competition Act, and the laws protecting consumers. Students also learn how to develop enduring customer relationships and the important role of customer service in relationship building. Focus is on the student preparing and delivering a sales presentation and written proposal.

Prerequisite(s): MKT2205
Corerequisite(s): none
MKT2283 Sales Management

Students are provided with insight and knowledge pertaining to the key issues involved in the field of sales management. Emphasis is placed on the four key functional areas (planning, developing, directing/leading and evaluating) within the sales management discipline, and the associated skills the manager requires to achieve profitability through the efforts of their sales force. The fact that this same set of skills is also applicable to, not just sales management, but to all management situations is stressed. Students apply their knowledge and practice their sales management skills on an individual and group basis. Students are required to participate in a major group project focused on assessing the effectiveness of a sales manager within a sales and marketing organization of a chosen company.

Prerequisite(s): MKT2282
Corerequisite(s): MKT2207

MKT2284 Marketing Research

Students apply the theory of sound marketing research to understand its importance in the managerial decision-making process in today’s competitive marketplace. They apply current techniques to collect, record and analyze data relating to relevant business marketing challenges. Working in teams, students develop and execute a full research study for industry. This study involves specific delineation of problems, design of a research proposal along with collection of secondary and primary data. Teams create and implement a quantitative research effort using a survey they design and a qualitative effort by holding a focus group. Teams complete the term by interpreting their study’s findings and presenting the results for management action.

Prerequisite(s): MKT2205 and MKT2206 and QUA0008
Corerequisite(s): none

MKT2291 Integrated Marketing Communications I

Students are provided with an in-depth look at the marketing communications mix elements. The role of advertising and promotion, and how they are related to the overall marketing plan are examined in depth. Through practical applications, students learn to develop the skills needed to plan and manage a comprehensive Integrated Marketing Communications (IMC) plan, which includes consumer segmentation, development of appropriate objectives, positioning and competitive creative strategies. Students are introduced to current design software and gain experience creating ad layouts.

Prerequisite(s): MKT2205 and MKT2206
Corerequisite(s): none

MKT2292 Integrated Marketing Communications II New Media

Further insight into current trends and developments in interactive and Internet communications, media relations, event marketing and sponsorship, tradeshow, and public relations is provided. Special emphasis is placed on applying IMC strategies in a business-to-business environment including market segmentation and analysis. Students demonstrate and develop their decision-making skills through case analysis based on an industry client situation. The major team project involves the development of a detailed IMC Execution Plan, an element of the overall industry client marketing plan project. The comprehensive IMC Execution Plan includes campaign objectives, specific media vehicle selection and scheduling within a designated budget.

Prerequisite(s): MKT2291
Corerequisite(s): MKT2208 and MKT2260 and MKT2261

QUA0002 Business Mathematics

Students review basic arithmetic and algebra, as well as mathematic tools and concepts required for solving problems found in a business environment. Problem-solving areas include cost-volume-profit analysis, linear functions and systems of equations, index numbers, markup and markdowns, terms of invoicing and business finance.

Prerequisite(s): none
Corerequisite(s): none

QUA0008 Statistics
Descriptive methods of data classification, sampling, collecting, organizing, and presentation of data in order to evaluate various business situations in a decision-making context. Computations through appropriate computer software are emphasized. Students learn mathematical methods for descriptive statistics, frequency distributions and measures of location and variation. An introduction of regression and correlation analysis including the examination of the regression equation, coefficient of correlation and determination and the standard error. Time series analysis is covered including computations for short-term forecasting. Finally, students learn basic probability to solve business related problems.

Prerequisite(s): QUA0002
Corerequisite(s): none