

Area of Interest: Business

Business - Marketing

Ontario College Diploma

Program Code: 0214E01FXA

2 Years

Ottawa Campus

Our Program

Nurture your creative skillset to boost your career in marketing.

Algonquin College has partnered with CDI College, a private career college located in the Greater Toronto Area to deliver this program to international students at their campus in Mississauga, Ontario.

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

Complete hands-on assignments that involve case studies, simulation platforms, research assessments and role-playing. You also have the opportunity to work with industry clients in the program, including developing a full marketing plan for a local client.

After you graduate, you can pursue employment in a wide range of marketing opportunities, including:

- sales (both business-to-business and business-to-consumer)
- sales promotion
- advertising
- web and digital marketing

- social media
- marketing research and planning
- purchasing
- customer service
- product/brand management

The program also provides a great foundation for additional Algonquin College post-secondary accreditation opportunities through graduate credit transfer agreements, including:

- Business Administration - Marketing or Advertising and Marketing Communications Management Ontario College Advanced Diploma
- Bachelor of Commerce (Marketing) (Honours)
- Bachelor of Digital Marketing Communication (Honours)
- Three-year Bachelor of Commerce and four-year Bachelor of Business Administration Degree opportunities through joint Algonquin College and Nipissing University agreement
- other degree programs through various University Degree program articulation agreements

NOTE: See Additional Information for details regarding program progression for standard and co-op versions of the program.

SUCCESS FACTORS

This program is well-suited for students who:

- Are excited by the prospect of taking a hands-on approach to learning and interacting with industry clients and business leaders.
- Are seeking a career path that offers a range of employment opportunities and places them at the centre of an organization's decision-making processes and creative execution.
- Enjoy interacting with others in a group setting.
- Are interested in examining business situations and creating customized solutions.

Employment

Graduates may be employed in a wide range of marketing activities, including sales (both business-to-business and business-to-consumer), 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:

- Contribute to the development of a marketing plan that will meet the needs or goals of a business or organization.
- Contribute to the development of an integrated marketing communication plan of a product, concept, good, and/or service based on an identified market need or target.
- Contribute to the development of new and/or modified marketing concepts, products, goods, and/or services that respond to market needs.
- Contribute to the development of strategies for the efficient and effective placement/distribution of a product, good, and/or service to respond to an evolving market.

- Contribute to the development of strategies related to pricing for a product, good and/or service.
- Analyze the viability of a concept, product, good, and/or service in local, national or global markets.
- Participate in conducting market research to provide information needed to make marketing decisions.
- Communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats.
- Plan, prepare and deliver a sales presentation or pitch to address the needs of the client.
- Develop strategies with clients, customers, consumers, co-workers, supervisors, and others to maintain and grow working relationships.
- Develop learning and development strategies to enhance professional growth in the field.
- Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
- Operate within a framework of organizational policies and practices, when conducting business of the organization.
- 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

Level: 01	Courses	Hours
ACC2214Z	Financial Information for Marketing	42.0
BUS2301Z	Business Computer Applications	42.0
ENL1813Z	Communications I	42.0
MKT2205Z	Marketing Foundations	56.0
MKT2216Z	Skills Transferable to Business	42.0
QUA0002Z	Business Mathematics	42.0
Level: 02	Courses	Hours
ENL1823Z	Communications II	42.0
MKT2206Z	Product and Pricing Strategies	56.0
MKT2219Z	Marketing Research I	42.0
MKT2282Z	Professional Selling	56.0
QUA0008Z	Statistics	42.0
Choose one from equivalencies:	Courses	Hours
GED0214Z	General Education Elective	42.0
Level: 03	Courses	Hours
MKT2207Z	Marketing Channels	56.0

MKT2217Z	Global Marketing	42.0
MKT2283Z	Sales Management	56.0
MKT2286Z	Marketing Research II	42.0
MKT2291Z	Integrated Marketing Communications I	56.0
Choose one from equivalencies: Courses		Hours
GED0214Z	General Education Elective	42.0
Level: 04	Courses	Hours
MKT2208Z	Digital Marketing	56.0
MKT2213Z	Skills for the Workplace	28.0
MKT2260Z	Industry Marketing Plan	70.0
MKT2261Z	Marketing Plan Project Field Work	42.0
MKT2292Z	Integrated Marketing Communications II New Media	56.0
Choose one from equivalencies: Courses		Hours
GED0214Z	General Education Elective	42.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <http://www.algonquincollege.com/fee-estimator>

Further information on fees can be found by visiting the Registrar's Office website at <http://www.algonquincollege.com/ro>

Fees are subject to change.

Additional program related expenses include:

Books and supplies can be purchased through CDI College.

Level 02 students incur up to \$25 in expenses for pricing simulation tools associated with MKT2206Z.

Level 03 students incur up to \$30 in expenses for research costs associated with MKT2284Z.

Level 04 students incur up to \$30 in expenses for research costs associated with MKT2261Z.

Admission Requirements for the 2024/2025 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).
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- 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; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

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 0214E01FXA**

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

For further information on the admissions process, contact:

Registrar's Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Additional Information

Graduates are eligible to apply for certifications from the Canadian Professional Sales Association (CPSA) visit <http://www.cpsa.com/>

For more information regarding this program, please email <mailto:ACsupport@cdicollege.ca>

Course Descriptions

ACC2214Z 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

BUS2301Z 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

ENL1813Z Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. 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

ENL1823Z 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): ENL1813Z
Corerequisite(s):none

GED0214Z 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

GED0214Z 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

GED0214Z 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

MKT2205Z 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

MKT2206Z 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): MKT2205Z
Corerequisite(s):none

MKT2207Z 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 MKT2283Z Sales Management industry project.

Prerequisite(s): MKT2206Z
Corerequisite(s):none

MKT2208Z 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): MKT2206Z and MKT2291Z
Corerequisite(s):MKT2260Z and MKT2261Z and MKT2292Z

MKT2213Z 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

MKT2216Z 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

MKT2217Z 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 involve 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): MKT2205Z and MKT2206Z
Corerequisite(s):none

MKT2219Z Marketing Research I

Students explore the foundations of marketing research principles, how marketing research is used to inform marketing decisions, and how it supports the marketing function. Focus is on the approaches to marketing research, including primary research, secondary research, research design, surveys, qualitative research, data collection and data quality. Students apply practical marketing research skills through a variety of hands-on projects and exercises.

Prerequisite(s): MKT2205Z
Corerequisite(s):none

MKT2260Z 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 MKT2261Z (field work), MKT2208Z (Digital Marketing) and MKT2292Z (IMC 2) allowing the student to develop and practise 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): MKT2207Z and MKT2283Z and MKT2286Z and MKT2291Z
Corerequisite(s):MKT2208Z and MKT2261Z and MKT2292Z

MKT2261Z 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 MKT2260Z course. Students also learn unique approaches to client management along with enhanced team presentation skills.

Prerequisite(s): MKT2206Z and MKT2207Z and MKT2219Z and MKT2283Z and MKT2286Z
Corerequisite(s):MKT2208Z and MKT2260Z and MKT2292Z

MKT2282Z 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): MKT2205Z
Corerequisite(s):none

MKT2283Z 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 practise 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): MKT2282Z
Corerequisite(s):none

MKT2286Z Marketing Research II

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 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): MKT2205Z and MKT2206Z and MKT2219Z and QUA0008Z
Corerequisite(s):MKT2291Z

MKT2291Z 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): MKT2206Z
Corerequisite(s):MKT2286Z

MKT2292Z Integrated Marketing Communications II New Media

Further insight into current trends and developments in interactive and digital 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 a business-to-business co-marketing proposal for their industry client. 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): MKT2291Z

Corerequisite(s):MKT2208Z and MKT2260Z and MKT2261Z

QUA0002Z 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

QUA0008Z 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): QUA0002Z

Corerequisite(s):none