

Area of Interest: Business

## Marketing Management

Ontario College Graduate Certificate

Program Code: 1310X01FXA

1 Year

Ottawa Campus

### Our Program

**Accelerate your business career with a focus on the dynamic field of 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 one-year Marketing Management Ontario College Graduate Certificate prepares you to thrive in today's marketing industry. Analyze consumer attitudes and behaviours in regards to products and services in our rapidly changing world. Through a creative, flexible and customer-focused approach, develop an understanding of both domestic and international marketing issues.

Among other topics, you develop a critical understanding of the competitive and customer-oriented demands of a business, its product and service operations and its marketing processes and resources. Acquire creative, procedural and critical marketing expertise to generate, implement and evaluate marketing programs that satisfy customer requirements.

Act as consultants and complete an industry project where you apply your knowledge and skills to a real-world situation by developing a marketing plan and strategy for a local organization.

Using a variety of learning formats, the program is delivered over two terms.

Graduates may obtain employment in a variety of for-profit and non-profit organizations.

### SUCCESS FACTORS

This program is well-suited for students who:

- Thrive in team-based environments.
- Adapt well to organizational changes.
- Are motivated, focused and committed to attaining goals.
- Display personality traits of integrity, creativity and strategic thinking.

### Employment

Graduates may obtain employment in a variety of for profit and non-profit organizations as a Brand Assistant, Coordinator or Manager; Market Analyst; Retail Manager; Marketing Assistant, Coordinator or Manager; Marketing Consultant, Marketing Representative or Product Manager.

### Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Formulate a marketing plan that will meet the needs or goals of a business or organization.
- Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
- Formulate strategies for developing new and/or modified products, concepts, goods and

- Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
- Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.
- Evaluate the impact of using different marketing strategies for a product, concept, good and/ or service, on the finances, Return on Investment (ROI) and business goals of an organization.
- Evaluate the viability of a concept, product, good and/ or service in a local, national or international markets.
- Conduct 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 that addresses the needs of the client.
- Develop strategies with clients, customers, and consumers and others to grow and maintain relationships.
- Develop learning and development strategies and plans 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.
- Participate in and contribute to a framework of organizational policies and practices, when conducting business of the organization.
- Apply the principles of business ethics and corporate social responsibility to business decisions.
- Employ the management techniques of planning, organizing, directing, and controlling of marketing functions and activities in response to the business needs 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
MGT1109Z	Business Skills and Personal Development	42.0
MGT4113Z	Introduction to Business Development and Sales	56.0
MKT1101Z	Consumer Behaviour	42.0
MKT1110Z	Foundations in Marketing	42.0
MKT1208Z	Services Marketing	42.0
MKT1214Z	Marketing Research	56.0
Level: 02	Courses	Hours
MGT4211Z	Global Business Development and Sales	56.0
MKT1104Z	Digital Marketing and Customer Relationship Management	56.0
MKT1213Z	Integrated Marketing Communications and Digital Media	42.0

MKT1220Z	Business Analysis for Marketers	42.0
MKT1225Z	Industry Marketing Plan Project	56.0
MKT4103Z	B2B Marketing	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:

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent.
- It is recommended that applicants have some foundation in marketing i.e. at least one postsecondary course or some business-related experience.
- 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 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

## Application Information

### MARKETING MANAGEMENT

### Additional Information

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

## Course Descriptions

### MGT1109Z Business Skills and Personal Development

Marketing professionals need to be adaptable and resourceful in order to succeed in a competitive global environment. Students develop essential business skills to plan, execute and lead marketing programs. The focus is on the essential skills of ethical leadership, team building, corporate social responsibility, and team performance. Professional portfolios are created and utilized in an interview process. Through corporate social responsibility audits of current companies, students develop personal and professional development skills.

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

### MGT4113Z Introduction to Business Development and Sales

Business to Business (B2B) sales is a significant contributor to the economy, while business

development generates the ideas, initiatives and activities aimed towards improving a business and increasing its value. Students examine the current and ever-evolving sales process, the importance of relationship building, and the various knowledge areas needed to be a successful B2B sales professional. Students develop skills to determine the growth potential of a business and identify the strategic opportunities and tactics to generate growth. Students present a mock industry sales presentation and written proposal.

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

### **MGT4211Z Global Business Development and Sales**

In today's global marketplace, a solid international business development strategy is critical to maximizing revenue potential. Students explore the principles of a global sales function and how to take a product, service, or idea into the global market place. Through projects and case studies, students investigate how to adapt and develop products and services for foreign markets and identify the importance of cultural knowledge and market intelligence to create international marketing opportunities and strategies.

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

### **MKT1101Z Consumer Behaviour**

There are various factors that shape consumer behaviour in the Canadian and global marketplace. Students examine key concepts, principles and theories of social psychology in order to describe consumer behaviour and its application to marketing strategy and activity. Students explore issues around consumer cognitive responses to marketing stimuli; how attitudes, motivation and personality affect consumer buying patterns; and how successful brands can command premium prices through their emotional values. Students apply conceptual and theoretical ideas in consumer psychology to develop local and international marketing strategies aimed at building and maintaining strong customer relationships.

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

### **MKT1104Z Digital Marketing and Customer Relationship Management**

Digital and mobile devices have provided a new set of opportunities and challenges to connect with customers. Students evaluate the role of digital tools in marketing and examine how current and emerging technologies can be used to market products and services, as well as build, enhance, maintain and manage customer relationships. Students use industry software tools to develop and evaluate digital marketing and CRM strategies, to support organizations to reach customers effectively.

Prerequisite(s): MKT1110Z  
Corerequisite(s):none

### **MKT1110Z Foundations in Marketing**

Marketing's contribution to organizational performance is increasingly global, competitive and rapidly changing. Students explore the fundamental concepts of marketing as they pertain to both the Canadian and global marketplaces. Such concepts and principles as segmentation, targeting and positioning inform a disciplined approach to the planning and execution of business strategies. By analyzing marketing opportunities, strategy options and the marketing environment, students develop an understanding of marketing strategies and practices. Taking a practical marketing approach, students apply concepts through situational analysis and case studies.

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

### **MKT1208Z Services Marketing**

Service industries dominate most developed economies and a growing number of service organizations compete in global markets. Students examine the basics of services marketing, marketing theory, buying, delivery processes, positioning and targeting. Students analyze how service-marketing systems operate, assess quality from a customer's point of view and address service-related issues. Case studies from different types of Canadian and global service firms are examined. Through discussions and group work, students develop skills and knowledge to support the development and implementation of marketing strategies in the service environment.

Prerequisite(s): MKT1201 and MKT1202 and QUA1206

Corerequisite(s):none

### **MKT1213Z Integrated Marketing Communications and Digital Media**

In highly competitive markets, companies must seek not only to differentiate their brands but also to effectively communicate their differentiated value proposition and positioning to consumers. Students explore and evaluate the challenges of integrated marketing campaign (IMC) strategies and executions. The incorporation of traditional advertising, public relations, sales and trade promotion, direct marketing, event marketing, along with digital marketing is explored. Through group work, students analyze strategies and best practices to effectively plan and implement IMC campaigns.

Prerequisite(s): MKT1110Z

Corerequisite(s):none

### **MKT1214Z Marketing Research**

Marketing research is essential to support an organization's marketing plan and strategy. Students investigate the role and practical applications of marketing research and associated methodologies. Students develop the knowledge and skills to define marketing research problems, identify data requirements and sources, select and apply qualitative and quantitative research techniques and data-specific tools, collect and analyze data, present results and evaluate findings. Through group work and role-play, students conduct marketing research studies.

Prerequisite(s): none

Corerequisite(s):none

### **MKT1220Z Business Analysis for Marketers**

More than ever before, analytical and research skills are essential to be successful in marketing. With the rise of social media and online technology, there is an increasing abundance of data at a marketer's fingertips. The data gathered via social media analytics, sales, market research, and other marketing activity, can provide the insights needed to compete in today's marketplace. Students analyze, contrast and compare multiple financial and market data points to measure and value marketing efforts. Through case study, students use essential tools of a marketer to evaluate pricing strategy, budgeting, forecasting, and return on investment.

Prerequisite(s): MKT1110Z

Corerequisite(s):none

### **MKT1225Z Industry Marketing Plan Project**

A clear marketing plan and strategy are crucial to the success of an organization. Student examine marketing plan theory and conceptual frameworks for marketing strategy and implementation. Data analytics, social media, marketing research, and methodologies are used to assess the industry competitive landscape and conduct an in-depth customer analysis. Working with industry partners, students develop and present a strategic marketing plan that meets the needs of the partner's organizational goals. Students reflect on their learning experience for professional growth.

Prerequisite(s): MKT1110Z

Corerequisite(s):none

### **MKT4103Z B2B Marketing**

Business-to-business (B2B) marketing is the marketing of products, services and ideas, and is distinct from business development and sales. Having a clear understanding of its impact on sales is critical to success. Students examine the core principles, tactics and strategies used for marketing in the business-to-business environment. Students explore how to successfully market in order to set objectives, avoid mistakes, and benchmark these efforts against the competition for a winning market strategy. The development of a small scale B2B market plan culminates this course.

Prerequisite(s): none

Corerequisite(s):none