

Business – Marketing

Program Code: 2805

Program Length: 2 years/4 semesters

Credential: Ontario College Diploma

Start: Fall, Winter, Summer

Campus: Progress Campus

416-289-5000 ext. 2280

business@centennialcollege.ca

Program Overview

A marketer is the essential link between an organization and its customer base. A marketer answers questions like: Who are our customers? What are their needs? How can we best meet these needs? How should we price, package, distribute and promote our product? Centennial College's Business – Marketing program provides you with the knowledge and skills you need to help organizations answer these questions. You'll have an opportunity to learn the basics of business – accounting, operations, organizational behaviour, and international business – which serve as an important foundation for the marketing course that follow. You'll be introduced to marketing theory and case-based problem-solving, as well as marketing communications (which includes advertising and promotion) and professional selling practices. Centennial's Marketing program encourages mastery of a marketer's key competencies – creative, practical decision-making and clear, persuasive communications. The College's interactive teaching approach incorporates learning through case studies, guest lectures, presentations, projects, and computer simulations and technologies.

Centennial is a proud sponsor of selected marketing students in national and province-wide academic competitions, including the Ontario Colleges' Marketing Competition.

GLOBAL CITIZENSHIP AND EQUITY PORTFOLIO

Students in this program will develop a portfolio documenting their engagement with the College's signature global citizenship and equity competencies. For more information on Global Citizenship and Equity, the GC&E Portfolio, and the supports available to you, please see page i.

BENEFITS

PROGRAM HIGHLIGHTS

- a common three-semester curriculum for most business programs provides you with the opportunity to obtain an overview of business prior to specializing in a specific area
- the program offers a combination of broad marketing concepts and specialized marketing skills
- computer training in popular business software is provided
- experienced marketing faculty provide individual attention and advice
- the diploma that is earned is recognized in Canada and abroad, reflecting high standards of learning
- all four semesters of Centennial's two-year Marketing program are identical to the first four semesters of our three-year, six-semester program. This permits graduates of Centennial's two-year Marketing program to benefit from a seamless transition into the three-year Marketing program, should they wish to continue with a more in-depth study of marketing.

EDUCATIONAL PARTNERS

Qualified graduates may be eligible to participate in an articulated program with selected universities, institutes and professional associations. These partnerships allow students to apply credits earned at Centennial towards further study at other institutions.

Our Partners are:

- Athabasca University
- Royal Roads University
- University of Lethbridge
- Griffith University

CAREER OUTLOOK

Career opportunities in the field of marketing are plentiful, as almost a third of all North Americans are employed in marketing-related positions. Opportunities exist in both small and large businesses across many industries, including:

- financial services
- electronics
- food and beverage
- high-tech
- not-for-profit sector

Graduates are prepared for careers as:

- sales representatives
- customer service representatives
- product support representatives
- merchandising assistants

Organizations hiring program graduates include:

- Motorola
- Reebok
- Sony
- Toyota
- Toys-R-Us

ADMISSION REQUIREMENTS

Centennial College expects students applying for admission to certificate or diploma programs to present at minimum an Ontario Secondary School Diploma (OSSD) or equivalent or be 19 years of age or older. Possession of minimum admission requirements does not guarantee admission to the program.

ACADEMIC REQUIREMENTS

- compulsory English 12C or U, or skills assessment or equivalent
- math 11C, M or U, or 12C or U, or skills assessment or equivalent

GRADUATION REQUIREMENTS

- minimum C grade average is required for graduation with an overall minimum GPA of 2.0

PROGRAM OUTLINE

Semester 1

BUSN-110	Strategies for Business Success
BUSN-119	Business Fundamentals
COMP-106	Microcomputer Applications Software 1
MATH-106	Mathematics of Finance
COMM-160/161	College Communications 1/(ESL)

Semester 2

ACCT-112	Financial Accounting 1
BUSN-129	Business Operations
COMP-126	Microcomputer Applications Software 2
COMM-170/171	College Communications 2/(ESL)
GNE-500	Global Citizenship: From Social Analysis to Social Action

Semester 3

BUSN-210	Career Exploration
BUSN-333	Business Communications
INTL-220	International Business Concepts
HRMT-301	Human Resource Management
MKTG-116	Principles of Marketing
GNE-500	General Education Elective

Semester 4

BUSN-226	Business Analysis
MKTG-221	Practical Applications in Marketing
MKTG-223	Professional Selling
MKTG-331	Marketing Communications
JOBS-221	Job Search Skills
GNE-500	General Education Elective

Note: Students will be placed in the appropriate English and math levels based on skills assessment results. This may lead to additional courses and require extra time and fees.