



**PETERS
SCHOOL**
Business

Eligible for
**FINANCIAL AID
& AWARDS**

BUSINESS ADMINISTRATION

MARKETING SPECIALIZATION

2-Year Diploma

Marketing combines big ideas with strategic thinking to drive business success. Learn to connect with audiences, build brands, and analyze trends—while gaining hands-on experience that prepares you to make an impact from day one.

PROGRAM LEARNING OUTCOMES

- ▶ **Critical Thinking and Knowledge:** students will be able to use core specialization knowledge in solving business problems.
- ▶ **Ethical Perspective and Social Responsibility:** students will be able to identify organizational activities to reduce unethical behaviour.
- ▶ **Collaboration:** students will be able to work effectively in diverse teams, supporting team performance to achieve organizational goals.
- ▶ **Communication:** students will be able to present effective business communications in a variety of formats.
- ▶ **Business Strategy:** students will be able to strategize to plan for changes in business.

You might be a good fit for this program if you would enjoy:

- ▶ Generating new ideas and innovative solutions.
- ▶ Thinking creatively and strategically.
- ▶ Using data and analytics to make informed decisions.
- ▶ Delivering impactful presentations.
- ▶ Building relationships with clients and collaborating with team members.
- ▶ Keeping up with emerging trends, technologies, and consumer preferences. Flexibility allows marketers to adjust strategies and tactics to stay relevant and effectively respond to market shifts.



Campus/Delivery Options

Victoria Avenue East campus
Parkland campus



Available Intakes

September, January, May



Work Integrated Learning

Learn by Doing

EXPECTATIONS

Program and Industry

- ▶ Have excellent written and verbal communication skills to effectively communicate with clients, colleagues, and stakeholders.
- ▶ Think analytically and critically in order to make informed decisions that will benefit the organization.
- ▶ Be adaptable to new changes and trends in the industry and be able to adjust their work accordingly.
- ▶ Manage their time effectively and prioritize tasks to meet deadlines.
- ▶ Lead teams and manage projects effectively to ensure organizational success.
- ▶ Have a good understanding of technology and be able to utilize it in their work to streamline processes and increase efficiency.
- ▶ Possess a good understanding of financial management and be able to make financial decisions that benefit the organization.
- ▶ Have excellent customer service skills to provide quality service and maintain positive relationships with clients.

CAREER OPPORTUNITIES

- ▶ Sales
- ▶ Advertising
- ▶ Promotion
- ▶ Publicity
- ▶ Sales management
- ▶ Marketing management
- ▶ Retail management
- ▶ Market analysis
- ▶ Market research
- ▶ New venture development
- ▶ Social media
- ▶ Communications

ADMISSION REQUIREMENTS

- ▶ A complete Manitoba Grade 12 or equivalent
- ▶ English 40G/40S or equivalent
- ▶ Consumer/Essential Mathematics 40S or equivalent

NEXT STEPS

Confidence in the career path you choose to embark on is key, and selecting the right program for you is the first step. At Assiniboine, we offer an opportunity to explore and experience a program before applying. Choose to:

SPEND A DAY WITH US

Our Spend a Day program runs from November to March for most programs. When you spend a day at Assiniboine, we partner you with a current student in the program of your choice and you will have the opportunity to:

- ▶ Participate in classroom activities
- ▶ Experience college life
- ▶ Explore all of our helpful services for students
- ▶ Meet current college students and instructors
- ▶ Enjoy a free lunch on us!

assiniboine.net/spendaday

ATTEND AN ONLINE INFO SESSION

Our free, live online information sessions give you the inside scoop on the program you're interested in and life at Assiniboine. Register in advance and from the comfort of your own home, log in to learn about Assiniboine.

assiniboine.net/infosessions



Ready to Start?
APPLY NOW!