

MARKETING

**8-MONTH
ADVANCED
DIPLOMA**

Become an industry specialist. Layer your previous post-secondary credential with an advanced diploma in one of business' most creative and fast-paced fields.

Why should you choose an advanced diploma in Marketing?

1 Set your sights on a multi-faceted career

Increase your business acumen with a specialization in marketing. Become more desirable to employers with this fast-tracked, focused advanced diploma that will give you the skills needed for industries such as media, public relations, communications, event planning and advertising.

2 A unique lens

In our ever-connected and global world, learn about international marketing, strategic planning, social media and consumer behaviour. Enhance your critical thinking through higher-level courses and Indigenous-focused content that provides perspective on Indigenous issues within a business context.

3 Unleash your creativity

Experience real-world application by working with industry and community leaders. Develop skills in areas such as research, preparing communications materials, developing and implementing strategies, organizing interviews and press conferences, and coordinating events.

4 Your options are endless

Find opportunities in sales, advertising, promotion, publicity, sales management, marketing management, retail management, market analysis, marketing research and new venture development.

FULL-TIME, ON-CAMPUS TIMELINE:

SEPTEMBER
Fall term begins

JANUARY
Winter term begins

JUNE
Graduation

Program delivery options:



Victoria Avenue East Campus

CAREER OPPORTUNITIES

Employment opportunities exist in sales, advertising, promotion, publicity, sales management, marketing management, retail management, market analysis, market research and new venture development.

ADMISSION REQUIREMENTS

- Two-year diploma or university degree

English is the language of instruction at Assiniboine. All applicants educated outside of Canada or in a country not on the test exempt list are expected to meet the English language proficiency requirement. See assiniboine.net/elp for more information.

TECHNOLOGY REQUIREMENTS

Programs at Assiniboine have certain technology requirements. Students require access to computer devices at home and may be required to bring these on campus when instructed. Refer to assiniboine.net/tech for more detailed information about the requirements for this program.

UNIQUE LEARNING EXPERIENCES

- Emphasis on practical, applied learning
- Opportunities to interact with and learn from business community leaders

GRADUATION REQUIREMENTS

To graduate with an advanced diploma in Marketing, students must successfully complete 60 academic credits.

The minimum passing grade for each course is indicated on the course outline.

CONNECTIONS

Graduates of this program will receive recognition from the International Institute of Marketing Professionals (IIMP) and will be eligible to work towards their Certified Marketing Management Professional (CMMP) accreditation.

Assiniboine has a number of agreements with other colleges, universities and professional organizations, making it possible for students to apply credit taken at Assiniboine to programs at other institutions. For up-to-date information on agreements, visit assiniboine.net/registrar or the program page.

PROGRAM FEES (FULL-TIME, DOMESTIC ONLY)

Tuition, fees and Students' Association fees total approximately **\$3,900**.

Estimated cost for books and supplies is **\$1,140**.

All fees are estimated and subject to change without notice.

NEXT STEPS

Apply now! Visit assiniboine.net/applynow.
For more information on this program, visit assiniboine.net/marketing.

COURSES 2021-22

NUMBER	COURSE TITLE	CREDITS
ELECTIVE COURSES		
<i>Choose 60 credits from the following:</i>		
MKTG-0035	Applied Marketing Research	6
LAWG-0093	Business Law	6
BUSN-0716	Consumer Behaviour	6
COMP-0599	Graphic and Web Design	6
ABOR-0022	Indigenous History	6
ABOR-0023	Indigenous Human / Fiscal Issues	6
MKTG-0032	International Business	6
COMM-0387	Marketing Communications	6
MKTG-0066	Marketing Strategy & Analysis	6
MKTG-0065	Professional Selling	6
MKTG-0052	Retail Management	6
MATH-0002	Statistics 1	6
MATH-0003	Statistics 2	6

Note: Timelines, applicable industry experience, and teaching methodology will depend on program delivery choice; program information sheets subject to change without notice. Visit assiniboine.net for the most up-to-date information.