

# 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**  
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 Launch your career**  
Marketing is a part of almost every sector and industry. Whether you wish to work for in corporate, for a non-profit or with a charitable organization, you will find marketing positions of all levels. Find opportunities in sales, advertising, promotion, publicity, sales management, marketing management, retail management, market analysis, marketing research and new venture development.

### CAMPUS/DELIVERY OPTIONS



Victoria Avenue East Campus

### AVAILABLE INTAKES



September

### WORK PLACEMENT(S)



N/A

## 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](http://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](http://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/articulation](http://assiniboine.net/articulation) or the program page.

## PROGRAM FEES (DOMESTIC ONLY)

Tuition: **\$3,090** Course fees: **\$630**

Students' Association fees: **\$440**

Estimated textbooks, tools and supplies: **\$1,520**

*All fees are estimated and subject to change without notice. For international program pricing, if/when applicable, please visit [assiniboine.net](http://assiniboine.net).*

## COURSES 2022-23

NUMBER	COURSE TITLE	CREDITS
<b>ELECTIVE COURSES</b>		
<i>Choose 60 credits from the following:</i>		
MKTG-0035	Applied Marketing Research	6
LAWG-0093	Business Law	6
BUSN-0166	Canadian Business and Society	6
BUSN-0176	Consumer Behaviour	6
COMP-0599	Graphic and Web Design	6
INDG-0005	Indigenous History	6
INDG-0006	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](http://assiniboine.net) for the most up-to-date information.*

## NEXT STEPS

Apply now! Visit [assiniboine.net/applynow](http://assiniboine.net/applynow).

For more information on this program,

visit [assiniboine.net/marketing](http://assiniboine.net/marketing).