

Marketing Advanced Diploma

(one year (8 months) post-graduate advanced diploma)

Please read and think about the following information below carefully to decide whether this program is a good fit for you. This information may change and is simply intended to offer you a helpful perspective on what you will experience in this program.

- Orientation:** Typically, during the last week of August (**Required** for all students).
- Program Dates:** Two 4 month terms: September through December and January through April.
- Scheduled Breaks:** Last week of December and first week of January (two weeks); first week of March (one week). Check your registration for exact dates.
- Post-Graduation Work Permit length:** Up to 8 months.
- Schedule:** Monday to Friday as early as 8:00 a.m and as late as 6:00 p.m.
- Campus Locations:** 1430 Victoria Avenue East, Brandon, Manitoba. See campus information [here](#).

What You'll Study:

You will choose 10 courses (depending on schedule) in areas like the following:

- Business law
- Graphic & web design
- Indigenous history/issues
- International business
- Marketing communications
- Marketing research
- Marketing strategy & analysis
- Professional selling/consumer behavior
- Retail management
- Statistics

These higher-level courses will enhance your critical thinking, research and analytical skills. You will focus on effective communications and strategic planning.

See course descriptions on the [Marketing program](#) page under 'Courses and Costs'.

How You'll "Learn By Doing"

Students will participate in a variety of activities such as the following:

- pair and group discussions,
- projects in the form of case studies or simulations,
- software program use to generate data and reports,
- inquiry based learning, and
- other "real world" learning tasks.

Interact with and learn from community business leaders and instructors with strong industry connections.

Develop skills related to research, communications materials, implementing strategies, organizing and coordinating events, interviews and press conferences.

What You'll Need to Do to Graduate

- Attend all classes and activities. Arrive on time every day. Participate fully and ask questions.
- Ask instructors or advisors for help when you need it, and ask for help early!
- Purchase all required books and supplies.
- This is a "Bring Your Own Device" program. See information about this [here](#).
- Work co-operatively in teams and behave respectfully towards all students, staff and partners.
English only.
- **No cell phones** during class activity.
- Practice all skills until you can demonstrate "mastery". Complete all homework, review class notes, turn notes into study questions, plan your study schedule, and meet with a partner or group to practice tasks.
- To graduate, you must pass all courses **and** have a grade point average (GPA) of C (60%). Passing many courses with only a D (50%) can make your GPA too low to graduate. Re-testing is generally not an option. If you fail a course, it may not be available again until the following year.
- All English skills (reading, writing, listening, speaking) are important. Evaluation will include tests, group projects, presentations, public events and research papers.
- Complete all evaluations.
- **Do your own work.** Cheating, not referencing sources of your ideas, or using other people's work could result in failing grades/suspension.

How Assiniboine College Can Help You

- Trained instructors will share their knowledge and experience from the industry, and will give you frequent and specific feedback on your progress.
- Learning Commons staff available to assist with study skills, like test-taking and writing papers.
- Student advising staff offer support for academic planning and can refer you to resources outside the college such as counselling, housing, and other supports.
- A Regulated International Student Immigration Advisor can answer questions related to permits.

Job Options for Graduates

Graduates can find opportunities in industries such as public relations, communications, event planning and advertising, as well as with a variety of businesses and organizations. Positions may include activities like sales, promotion, marketing analysis and applied research, marketing or retail management.

Possible jobs on Manitoba In-Demand Occupations list include: [1123 Professional occupations in advertising, marketing and public relations](#); [6221 Technical sales specialists—wholesale trade](#); [0124 Advertising, marketing and public relations managers](#); [0621 Retail and wholesale trade managers](#); [0651 Managers in customer and personal services](#)

Other Important Information

Graduates of this program will receive recognition from the International Institute of Marketing Professionals and can work towards a Certified Marketing Management Professional accreditation.