



**PETERS
SCHOOL**
Business

Eligible for
**FINANCIAL AID
& AWARDS**

MARKETING

8-Month Advanced Diploma

Gain the marketing expertise to launch or shift your career. Learn to understand consumer behaviour, conduct research, craft communications, navigate global markets, and develop sales and retail strategies. Graduate ready to create and deliver impactful marketing campaigns across digital and traditional platforms.

PROGRAM LEARNING OUTCOMES

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

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



Available Intakes
September

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.
- ▶ Uphold ethical and moral standards while conducting business and making decisions.
- ▶ 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

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

ADMISSION REQUIREMENTS

- ▶ A two-year diploma or university degree

Prior to starting this program, it is recommended that applicants take an introductory course in marketing (for example, MKTG-0044 Marketing Principles).

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!



assiniboine.net/adv-marketing