

- Curriculum Planner -
B406 - Marketing Management: Financial Services Graduate Certificate
Start Date: 2022 – 2023

In order to graduate, you need to complete the following **13** Mandatory courses and **1** Work Experience Term. Work Experience term can be Coop, Internship, Simulation, Consulting, or Research projects.

SEMESTER 1

Course Code	Courses (Mandatory)	Pre-requisite
COMP 1192	Computer Applications for Database Marketing	NONE
FIN 4024	Canadian Investments I	NONE
MARK 4031	Marketing Management – Financial Management Seminar Series	NONE
MARK 1027	Marketing Management	NONE
MARK 2037	Database Marketing Strategies	NONE
MARK 4005	Applied Business Communications	NONE
BUS 4000	Work Experience Prep Course	NONE

SEMESTER 2

Course Code	Courses (Mandatory)	Pre-requisite
FIN 4025	Canadian Investments II	NONE
MARK 1031	Principles of Marketing Financial Services	MARK 1027
MARK 1107	Direct and Interactive Marketing	MARK 2037
MARK 1109	Data Analytics & Data Mining	MARK 2037
MARK 2044	Principles of Marketing Research	NONE
MARK 4012	Marketing Metrics	MARK 1027

Work Experience Term

Course Code	Courses (Mandatory)	Pre-requisite
COOP 4002 / INTN 4002 / BAWT 4002	Work Experience Term	BUS 4000