

**- Curriculum Planner –  
B406 - Marketing Management: Financial Services Graduate Certificate  
Start Date: 2021 – 2022**

In order to graduate, you need to complete the following **13** Mandatory courses and **1** Work Experience Term.

**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 or INTN 4002	Work Experience Term	BUS 4000