

- Curriculum Planner -
B409 - Strategic Relationship Marketing Graduate Certificate
Start Date: 2023 – 2024

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
MARK 4013	Customer Experience Fundamentals	NONE
MARK 1027	Marketing Management	NONE
MARK 4014	CRM Fundamentals	NONE
MARK 4005	Applied Business Communications	NONE
MARK 4015	CRM Tools & Technology	NONE
BUS 4000	Work Experience Prep Course	NONE

SEMESTER 2

Course Code	Courses (Mandatory)	Pre-requisite
MARK 4026	Marketing Automation	MARK 4015
MARK 4027	Retention & Loyalty Marketing	NONE
MARK 2040	Strategic Project	NONE
MARK 4007	Marketing Research	NONE
MARK 4033	Customer Journey Analytics	COMP 1192
MARK 4032	Strategic Relationship Marketing Seminar Series	NONE

Work Experience Term

Course Code	Courses (Mandatory)	Pre-requisite
COOP 4004 / INTN 4004 / BAWT 4004	Work Experience Term	BUS 4000