

**- Curriculum Planner –  
B406 - Marketing Management: Financial Services Graduate Certificate  
Start Date: 2018 – 2019**

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 1024	Marketing 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

**Work Experience Term**

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

**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