

**- Curriculum Planner –
B409 - Strategic Relationship Marketing 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
MARK 1024	Marketing Seminar Series	NONE
MARK 1027	Marketing Management	NONE
MARK 2037	Database Marketing Strategies I	NONE
MARK 4005	Applied Business Communications	NONE
STAT 4000	Statistics for Marketing	NONE
BUS 4000	Work Experience Prep Course	NONE

Work Experience Term

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

SEMESTER 2

Course Code	Courses (Mandatory)	Pre-requisite
COMP 4035	Computer Applications for Database Marketing II	COMP 1192 & STAT 4000
MARK 1107	Direct and Interactive Marketing	MARK 2037
MARK 2040	Strategic Project	MARK 2037 & MARK 1027
MARK 4007	Marketing Research	STAT 4000
MARK 4008	Data Mining & Modeling	MARK 2037 & STAT 4000
MARK 4012	Marketing Metrics	MARK 1027