

**- Curriculum Planner –  
B413 - Digital Media 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. Effective as of Winter 2019 (January 2019, 201802).

**SEMESTER 1**

Course Code	Courses (Mandatory)	Pre-requisite
MARK 1051	Social Media Marketing	NONE
MARK 2037	Database Marketing Strategies	NONE
MARK 4005	Applied Business Communication	NONE
MARK 4019	Fundamentals of Marketing and IMC	NONE
MARK 4020	Owned Media Marketing	NONE
MARK 4021	Analytics for Digital Marketing	NONE
BUS 4000	Work Experience Prep Course	NONE

**SEMESTER 2**

Course Code	Courses (Mandatory)	Pre-requisite
MARK 1024	Marketing Seminar Series	NONE
MARK 1044	Search Marketing	MARK 4020
MARK 1054	Strategic Marketing Project	Successful completion of semester 1
MARK 4022	Content Marketing	MARK 4020, MARK 1051
MARK 4023	Paid Media Marketing	MARK 4021
MARK 4024	Intro to Omni Channel Marketing	MARK 4019

**Work Experience Term**

Course Code	Courses (Mandatory)	Pre-requisite
COOP 4005 or INTN 4005	Work Experience Term	BUS 4000