

**- Curriculum Planner –  
B409 - Strategic Relationship Marketing Graduate Certificate  
Start Date: 2020 – 2021**

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

**SEMESTER 1**

| <b>Course Code</b> | <b>Courses (Mandatory)</b>                   | <b>Pre-requisite</b> |
|--------------------|----------------------------------------------|----------------------|
| COMP 1192          | Computer Applications for Database Marketing | <b>NONE</b>          |
| MARK 4013          | Customer Experience Fundamentals             | <b>NONE</b>          |
| MARK 1027          | Marketing Management                         | <b>NONE</b>          |
| MARK 4014          | CRM Fundamentals                             | <b>NONE</b>          |
| MARK 4005          | Applied Business Communications              | <b>NONE</b>          |
| MARK 4015          | CRM Tools & Technology                       | <b>NONE</b>          |
| BUS 4000           | Work Experience Prep Course                  | <b>NONE</b>          |

**SEMESTER 2**

| <b>Course Code</b> | <b>Courses (Mandatory)</b>                      | <b>Pre-requisite</b>                       |
|--------------------|-------------------------------------------------|--------------------------------------------|
| MARK 4026          | Marketing Automation                            | <b>MARK 4015</b>                           |
| MARK 4027          | Retention & Loyalty Marketing                   | <b>NONE</b>                                |
| MARK 2040          | Strategic Project                               | <b>Successful completion of Semester 1</b> |
| MARK 4007          | Marketing Research                              | <b>NONE</b>                                |
| MARK 4021          | Analytics for Digital Marketing                 | <b>MARK 4015</b>                           |
| MARK 4032          | Strategic Relationship Marketing Seminar Series | <b>NONE</b>                                |

**Work Experience Term**

| <b>Course Code</b>     | <b>Courses (Mandatory)</b> | <b>Pre-requisite</b> |
|------------------------|----------------------------|----------------------|
| COOP 4004 or INTN 4004 | Work Experience Term       | <b>BUS 4000</b>      |