

**- Curriculum Planner –
B409 - Strategic Relationship Marketing Graduate Certificate
Start Date: 2019 – 2020**

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 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	Successful completion of Semester 1
MARK 4007	Marketing Research	NONE
MARK 4028	Marketing Analytics & Measurement	MARK 4015
MARK 1024	Marketing Seminar Series	NONE

Work Experience Term

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