

BUSINESS ADMINISTRATION - MARKETING PROGRAM (WITH WORK EXPERIENCE) (B158)

PROGRAM NAME	Business Administration – Marketing	TUITION	\$4,235.00 * †
COURSE CODE	B158	ADDITIONAL COST	
SCHOOL	School of Marketing		
CENTRE	Business		
LOCATION	St. James Campus		
DURATION	3 years (6 semesters in-class, 2 semesters work experience)		† This program includes 2 Work Experience semesters. The tuition fee for this program does NOT include the cost of Work Experience semesters. The first Work Experience fee of \$450 covers the cost of the Work Experience Preparation course and the first Work Experience semester. There is an additional fee of \$450 for the second Work Experience semester.
EXPERIENTIAL LEARNING	Work Experience (Co-op or Internship) Required		*Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in fall 2017. Fees are subject to change for programs starting in fall 2018 and at later dates.
STARTING MONTH	September, January		International students: Visit the International Fees and Related Costs ² page for more information.
CREDENTIAL	Ontario College Advanced Diploma		
YEAR OF STUDY	2018-2019		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges¹		

The advanced diploma **Business Administration – Marketing** program will open doors to opportunities in the exciting and fast-moving field of marketing. Marketing at George Brown is more than textbooks and lectures. Our learning is hands-on and project-based, and this program provides opportunities for case studies as well as real-world projects that can involve industry partners.

What differentiates the three-year advanced diploma from the two-year diploma is the additional opportunities for hands-on learning in advanced subject matter such as in digital marketing courses, international marketing courses, marketing research courses, and marketing strategy courses. As well, you can expand your horizons with additional business electives.

This learning experience will enable you to:

- Develop an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market
- Conduct primary and secondary market research to provide information needed to make marketing decisions
- Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others
- Evaluate the viability of marketing products, concepts, goods, or services in an international market or markets
- Formulate and prepare a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria
- Integrate digital marketing and social media into a marketing plan with an understanding of various platforms and technologies

Embedded in all of the above will be the development of soft skills including communication, presentation, and team-building as well as the analytical skills required by marketers today.

This program (B158) is offered with work experience. Students wishing to apply for Business Administration - Marketing **without** work experience³ should apply to **B108⁴**.

George Brown College actively works with industry partners in order to:

- Align the curriculum to industry needs
- Provide students with hands-on learning through class projects
- Offer students field education opportunities
- Offer students the opportunity to make industry contacts and build their network

Participation in extracurricular activities allows students to build on their knowledge and skills while networking. These activities may include:

- Ontario Colleges Marketing Competition
- Vanier BDC Case Challenge
- Enactus George Brown
- Speed Mentoring event
- Great Canadian Sales Competition
- Ad Week

View our video below to hear from students and professors about their experiences with our diploma Marketing programs at the School of Marketing⁵.

PART TIME STUDY OPTIONS

George Brown Continuing Education offers courses and a part-time certificate program in Marketing Management. See the Course Guide at coned.georgebrown.ca.

EXPERIENTIAL LEARNING

Work Experience (Co-op or Internship) Required

YOUR FIELD STUDY OPTIONS

WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)

This program requires the successful completion of two semesters of work experience to graduate. This work experience is either Co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students then apply for these opportunities and go through a competitive interview process. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education⁶ at the Centre for Business.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Develop an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.
2. Develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis.
3. Develop strategies for the efficient and effective distribution of products, concepts, goods, and services.
4. Determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs.
5. Evaluate results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.
6. Formulate and prepare a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria.
7. Project the impact of a marketing initiative using quantitative information.
8. Address marketing problems and opportunities using a variety of strategies and tactics.
9. Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others.

10. Communicate marketing information persuasively and accurately in oral, written, and graphic formats.
11. Evaluate the viability of marketing products, concepts, goods, or services in an international market or markets.
12. Conduct primary and secondary market research to provide information needed to make marketing decisions.
13. Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise.
14. Assist in the development of a business plan.
15. Apply the principles of business ethics and corporate social responsibility.
16. Use professional sales techniques to make a sale.
17. Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.

REQUIRED COURSES

In order to graduate from the **B108 program**, you need to complete **39 courses**: **32** Mandatory courses, **4** Business Electives, and **3** General Education Electives. For the **B158 program**, you need to take an additional course, Work Experience Prep Course (BUS 1000) in semester 3, and complete **2** Work Experience (Coop or Internship) Terms.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 38 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester Three, Four, Five, and Six): You must complete **4** General Education courses. **1** mandatory ("Successful Social Relations" - GHUM 1087) and **3** chosen from at least **2** of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these courses during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

SEMESTER 1

Code	Courses	Pre-requisite
BUS 1038	Business Concepts I	NONE
COMM 1007	College English	NONE
COMP 1010	Business Computer Applications I	NONE
HRM1008	Fundamentals of Human Resources	NONE
MARK 1020	Principles of Marketing I	NONE
MATH 1008	Math for Business & Management	NONE

SEMESTER 2

Code	Courses	Pre-requisite
ACCT 1036	Principles of Accounting	NONE
BUS 1040	Project Management	NONE
BUS 1056	Business Presentation Skills	COMM 1007
COMM 1034	Professional Communication	COMM 1007
COMP 1115	Business Computer Applications II	COMP 1010
MARK 2049	Principles of Marketing II	MARK 1020
MATH 1131	Mathematical Analysis for Marketers	MATH 1008

SEMESTER 3

Code	Courses	Pre-requisite
CMMK 2034	Communication for Marketers	COMM 1034
ECON 1034	Introduction to Economics	NONE
MARK 1055	Integrated Marketing Communication (IMC 1)	MARK 2049
MARK 2007	Marketing Research	MARK 2049 & Co-requisite STAT 1012
STAT 1012	Business Statistics	MATH 1131
GHUM 1087	Successful Social Relations	NONE
BUS 1000	Work Experience Prep Course*	COMM 1007 & 3.0 GPA

* This course is mandatory only for students taking the Work Experience Option (B158)

SEMESTER 4

Code	Courses	Pre-requisite
MARK 1002	Professional Selling	MARK 1020
MARK 2033	Database Marketing I	MARK 2049
MARK 2061	Applied Marketing Research	MARK 2007 & STAT 1012
MARK 2063	Advertising and Media Campaign Development (IMC 2)	MARK 1055
PSY 1129	Organizational Behaviour	NONE
STS 1037	Career Planning and Development	NONE
Select One General Education Elective		

SEMESTER 5

Code	Courses	Pre-requisite
ACCT 2031	Managerial Accounting	ACCT 1036
MARK 2054	Consumer Behaviour for Marketing	MARK 2049
MARK 3030	Strategic Marketing: Emerging Media & Innovative Technologies	MARK 2033, MARK 1003 & MARK 2007
Select Two Business Electives		
Select One General Education Elective		

SEMESTER 6

Code	Courses	Pre-requisite
BUS 1044	Business Law	NONE
MARK 2020	International Marketing	MARK 2049
MARK 3017	Strategic Marketing Management	MARK 2033, MARK 1003 & MARK 2061
Select Two Business Electives		
Select One General Education Elective		

General Education Electives

ELECTIVES

BELOW ARE BUSINESS ELECTIVE COURSES FOR BUSINESS ADMINISTRATION MARKETING

Code	Business Electives	Pre-requisites
CMMK1120	Corporate Communication: Theory and Practice	COMM1034
CMMK 1127	The Business Media in Canada	COMM 1034
CMMK 1156	Talking Business	COMM 1034
MARK 3007	Services Marketing	MARK 2049
MARK 3016	Not for Profit Sector Marketing	MARK 2049
MARK 3029	Case Based Approach to Marketing Strategies	Successful Completion of Semester 3, 3.0 GPA, by interview only
MARK 3031	Sustainable Marketing	MARK 2049 & MARK 2054
MARK 2053	Negotiation Skills	MARK 1020
MARK 2028	Marketing Financial Services	MARK 1020
HRM 2027	Coaching for Effective Performance Management	HRM 1008
BUS 1041	Small Business Management	BUS 1038
BUS 1051	Intro to Consulting	COMM 134, PSY 1129, HRM 1008 OR HRM 1029
BUS 3015	Applied Business Planning	MARK 1020, ACCT 2031, MATH 1008 & HRM 1008
COMP 1113	Principles of E-Business I	COMP 1010
MGMT 2037	Retail Management	MARK 1020
MGMT 1034	Retail Marketing	MARK 1020
ECON 1031	Microeconomics	NONE

YOUR CAREER

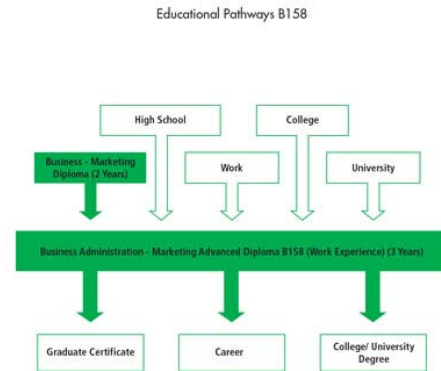
Graduates from the three-year marketing program are prepared for careers in a wide range of business sectors including advertising agencies, marketing consulting firms, telecommunication and media, digital marketing, retailers, banks and other financial institutions, government, not-for-profit and small businesses. Graduates from the program have found employment as:

- Account Manager
- Digital Marketing Coordinator
- Brand Coordinator
- Digital Brand Ambassador
- Sales Associate

- Customer Service Representative
- Financial Service Representative

FUTURE STUDY OPTIONS

For information on additional future study options, see georgebrown.ca/transferguide.



ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment⁷ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English⁸ and Math⁹.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishproficiency for more details

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions¹⁰ page for more information.



"The faculty at George Brown was absolutely amazing! They have a lot of industry experience; and so, when I'm going into my advertising class, I'm learning about real situations that my professor encountered when she was in the industry. I think that George Brown really shines as a school because of the extracurricular opportunities it provides to its students. Extracurricular opportunities allow students to be expressive and really make a change." Hear more about Jordan Brown's story in our video¹¹.

Jordan Brown (Graduate 2012, Business Administration – Marketing [with work experience])
Media Sales Coordinator, Maple Leaf Sports & Entertainment



"The Business Administration – Marketing program provides a great knowledge base for anyone looking to break into the industry. The professors have decades of experience working in the fields of study they are teaching, and in many cases are still active in the marketing and advertising industry as consultants. Gaining real-world perspectives from those in the business provides additional context to classroom learning, which creates a more engaging environment. The work experience component adds additional value by placing you with top employers in an entry-level position. Not only do you build your skill set and resume, but work placements are an excellent way to network for future career opportunities. I would highly recommend completing the work experience component of the program to those who are looking for chance to stand out from the competition."

Allison Kennedy (Graduate 2016, Business Administration – Marketing [with work experience])
Account Services Intern, Cossette



"Being able to obtain practical experience during my time in the Business Administration – Marketing program has been crucial to my success. Through co-op work terms and field placements I have gained valuable skills and experience and established a business network that will benefit me in my job search upon graduation."

Evan Cronshaw (Graduate 2016, Business Administration – Marketing [with work experience])
Alumni Ambassador Calling Campaign, Alumni Relations, George Brown College

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.
Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

- Book online:**
Complete and submit the Client Intake Form
- Book by phone:**
Entry Advisor: (416) 415-5000, Ext 2949 Toll Free:
1-800-265-2002 TTY: 1-877-515-5559

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

INFORMATION SESSIONS

For program specific information and to meet faculty, sign up to attend an information session

BUSINESS ADMINISTRATION MARKETING (B108/158)

For inquiries related to this program (for example, course-specific information) please contact the Program Co-ordinator:

Tom Arhontoudis, Program Co-ordinator
Email: tarhonto@georgebrown.ca
Kathy Dumanski, Chair, School of Marketing
Email: kdumanski@georgebrown.ca

VISIT OUR CAMPUS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options. Meet your friendly professors and staff. Experience what it is like to be in a George Brown College classroom. Sign up¹⁸ for an upcoming session.

CONTACT US

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

LINKS REFERENCE

- ¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTc&programCode=B158&lang=en>
- ²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>
- ³<http://www.georgebrown.ca/programs/business-administration-marketing-program-b108/>
- ⁴<http://www.georgebrown.ca/programs/business-administration-marketing-program-b108/>
- ⁵<http://www.georgebrown.ca/business/marketing/>
- ⁶http://www.georgebrown.ca/business/learning_environment/
- ⁷<http://www.georgebrown.ca/assessment/admi-pre/>
- ⁸<http://www.georgebrown.ca/upgrading-credits/english-diploma/>
- ⁹<http://www.georgebrown.ca/upgrading-credits/math-diploma/>
- ¹⁰<http://www.georgebrown.ca/international/futurestudents/applynow/>
- ¹¹<https://www.youtube.com/watch?v=ghDnO7cM0VM>
- ¹²<http://www.georgebrown.ca/admissions/>
- ¹³<http://www.georgebrown.ca/international/>
- ¹⁴<http://www.georgebrown.ca/financialaid/>
- ¹⁵http://www.georgebrown.ca/entry_advising_faq.aspx
- ¹⁶<http://www.georgebrown.ca/advising/contactform/>
- ¹⁷http://www.georgebrown.ca/info_sessions.aspx
- ¹⁸http://www.georgebrown.ca/business_infosessions/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.