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 more advanced hands-on learning as well as digital marketing courses, international marketing courses, marketing research courses, and marketing strategy courses. You can also 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 experience[^3] should apply to B108[^4].

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. This is one of many ways that our School of Marketing[^5] helps students get a great return on all that they invest in their business education. 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 Marketing[^6], one of four specialized schools in our business school called the Centre for Business[^7].
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.

FIELD EDUCATION 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 education 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, coworkers, 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.
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

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts I</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM1008</td>
<td>Fundamentals of Human Resources</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
<td>NONE</td>
</tr>
<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management</td>
<td>NONE</td>
</tr>
</tbody>
</table>
### SEMESTER 2

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

### SEMESTER 3

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

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

### SEMESTER 4

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MARK 2033</td>
<td>Database Marketing I</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>MARK 2061</td>
<td>Applied Marketing Research</td>
<td>MARK 2007 &amp; STAT 1012</td>
</tr>
<tr>
<td>MARK 2063</td>
<td>Advertising and Media Campaign Development (IMC 2)</td>
<td>MARK 1055</td>
</tr>
<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 2065</td>
<td>Career Planning for Marketing</td>
<td>NONE</td>
</tr>
</tbody>
</table>

Select One General Education Elective

### SEMESTER 5

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
</tr>
<tr>
<td>MARK 2054</td>
<td>Consumer Behaviour for Marketing</td>
<td>MARK 2049</td>
</tr>
</tbody>
</table>

Select Two Business Electives
Select One General Education Elective

### SEMESTER 6

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 2020</td>
<td>International Marketing</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>MARK 3017</td>
<td>Strategic Marketing Management</td>
<td>MARK 2033, MARK 1003 &amp; MARK 2061</td>
</tr>
</tbody>
</table>

Select Two Business Electives
Select One General Education Elective

General Education Electives
**ELECTIVES**

**BELOW ARE BUSINESS ELECTIVE COURSES FOR BUSINESS ADMINISTRATION MARKETING**

<table>
<thead>
<tr>
<th>Code</th>
<th>Business Electives</th>
<th>Pre-requisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1120</td>
<td>Corporate Communication: Theory and Practice</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>MARK 3007</td>
<td>Services Marketing</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>MARK 3016</td>
<td>Not for Profit Sector Marketing</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>MARK 3029</td>
<td>Case Based Approach to Marketing Strategies</td>
<td>Successful Completion of Semester 3, 3.0 GPA, by interview only</td>
</tr>
<tr>
<td>MARK 3031</td>
<td>Sustainable Marketing</td>
<td>MARK 2049 &amp; MARK 2054</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 2028</td>
<td>Marketing Financial Services</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
</tr>
<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
</tr>
<tr>
<td>BUS 1051</td>
<td>Intro to Consulting</td>
<td>COMM 134, PSY 1129, HRM 1008 OR HRM 1029</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business I</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MGMT 1034</td>
<td>Retail Marketing</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 2032</td>
<td>Advanced Project Management Tools</td>
<td>BUS 1040 &amp; COMP 1115</td>
</tr>
</tbody>
</table>

**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.

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**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 Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

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 Admissions 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 video.

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

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.

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/FEES
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.

1. Book online:
   Complete and submit the Client Intake Form
2. Book by phone:

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

This program is offered out of our School of Marketing and classes take place at our St. James Campus, mainly at 200 King St. E. and 290 Adelaide St. E., Toronto, ON, Canada.

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, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

Campus tours are offered on a regular basis. Sign up today!

LINKS REFERENCE

2. http://www.georgebrown.ca/international/futurestudents/tuitionfees/
14. https://www.youtube.com/watch?v=ghDnO7cM0VM
17. http://www.georgebrown.ca/financialaid/
22. https://www.google.com/maps/place/George+Brow+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
23. https://www.google.com/maps/place/George+Brow+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061f8m213d43.65194594d-79.3700668

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.