

## MARKETING MANAGEMENT - FINANCIAL SERVICES PROGRAM (POSTGRADUATE) (B406)

<b>PROGRAM NAME</b>	Marketing Management – Financial Services	<b>TUITION</b>	\$4,289.00* †
<b>COURSE CODE</b>	B406	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	School of Marketing		
<b>CENTRE</b>	Business		
<b>LOCATION</b>	St. James Campus		
<b>DURATION</b>	12 months (2 semesters in-class, 1 semester work experience)		
<b>EXPERIENTIAL LEARNING</b>	Work Experience (Co-op or Internship) Required		
<b>STARTING MONTH</b>	September, January		
<b>CREDENTIAL</b>	Ontario College Graduate Certificate		
<b>YEAR OF STUDY</b>	2019-2020		
<b>METHOD OF STUDY</b>	FT		
<b>APPLY TO</b>	Ontario Colleges <sup>1</sup>		

\* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall **2018**. Fees are subject to change for programs starting in Fall 2019 and at later dates.

† This program includes 1 Work Experience semester. The tuition fee for this program does NOT include the cost of the Work Experience semester. The Work Experience fee of \$450 covers the cost of the Work Experience Preparation course and Work Experience semester.

**International students:** Visit the International Fees and Related Costs<sup>2</sup> page for more information.

In this **Marketing Management – Financial Services** graduate certificate program in Toronto, students will develop the marketing skills that employers value in the area of Financial Services Marketing. This particular area of marketing combines an understanding of the special needs of financial services customers with strong marketing acumen. Students will develop skills to successfully market to different customers and build long-term profitable relationships with them. The program uses case studies to actively engage students in learning these important principles. This develops students' skills in problem-solving, analysis and decision making.

The program combines the basics of database marketing with courses required to prepare to write the Canadian Securities Course exams from the Canadian Securities Institute. See [csi.ca](http://csi.ca) for details about requirements and costs.

**Note:** The requirements for each designation/certification are set by the granting body, not George Brown College. In order to qualify for any of these designations/certifications, you need to follow the process listed on its website and meet all the requirements applicable to you.

This learning experience will enable you to:

- Apply marketing concepts and principles to the financial services sector in Canada and globally
- Develop and implement effective strategic marketing plans for financial products and services
- Use industry standard software to analyze data to provide marketing insights and create professional marketing analysis reports and presentations

This Centre for Business<sup>3</sup> program is part of our School of Marketing<sup>4</sup>.

Watch our past recording of the online info session for the Marketing Management - Financial Services Program.

### 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 a one-semester 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. The work experience term occurs *between* the two academic semesters.

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 more formal on-the-job work experience George Brown College endeavours to provide field education opportunities with real world problems and clients. Find out more about field education<sup>5</sup> at the Centre for Business.

## THE INDUSTRY

Toronto is the leading Canadian financial services centre. With more than 251,000 people working in the sector, it is also the second largest North American financial hub after New York.\* The financial services industry is composed of more than just banks. It also includes trust and loan companies, insurance companies, credit unions, securities dealers, finance and leasing companies, pension fund managers, mutual fund companies, independent insurance agents and brokers and the growing fintech industry.

\*City of Toronto<sup>6</sup>

## PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Formulate a marketing plan that will meet the needs or goals of a business or organization.
2. Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
3. Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
4. Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.
5. Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.
6. Evaluate the viability of a concept, product, good and/or service in a local, national or international markets.
7. Conduct market research to provide information needed to make marketing decisions.
8. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
9. Plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client.
10. Develop strategies with clients, customers, and consumers and others to grow and maintain relationships.
11. Develop learning and development strategies and plans to enhance professional growth in the field.
12. Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
13. Participate in and contribute to a framework of organizational policies and practices, when conducting business of the organization.
14. Apply the principles of business ethics and corporate social responsibility to business decisions.
15. Employ the management techniques of planning, organizing, directing, and controlling of marketing functions and activities in response to the business needs of the organization.
16. Develop marketing strategies for financial products and services that respond to evolving market needs.

## REQUIRED COURSES

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

### SEMESTER 1

Code	Course Name	Pre-requisite
COMP 1192	Computer Applications for Database Marketing	NONE
FIN 4024	Canadian Investments I	NONE
MARK 1024	Marketing Seminar Series	NONE
MARK 1027	Marketing Management	NONE
MARK 2037	Database Marketing Strategies	NONE
MARK 4005	Applied Business Communications	NONE
BUS 4000	Work Experience Prep Course	NONE

### WORK EXPERIENCE TERM

Code	Course Name	Pre-requisite
COOP 4002 or INTN 4002	Work Experience Term	BUS 4000

### SEMESTER 2

Code	Course Name	Pre-requisite
FIN 4025	Canadian Investments II	NONE
MARK 1031	Principles of Marketing Financial Services	MARK 1027
MARK 1107	Direct and Interactive Marketing	MARK 2037
MARK 1109	Data Analytics & Data Mining	MARK 2037
MARK 2044	Principles of Marketing Research	NONE
MARK 4012	Marketing Metrics	MARK 1027

## YOUR CAREER

You will be prepared for careers in a variety of corporations, particularly within banks, mutual fund companies and other financial institutions and within the agencies and suppliers that service the financial services industry. Graduates from the program have found employment as:

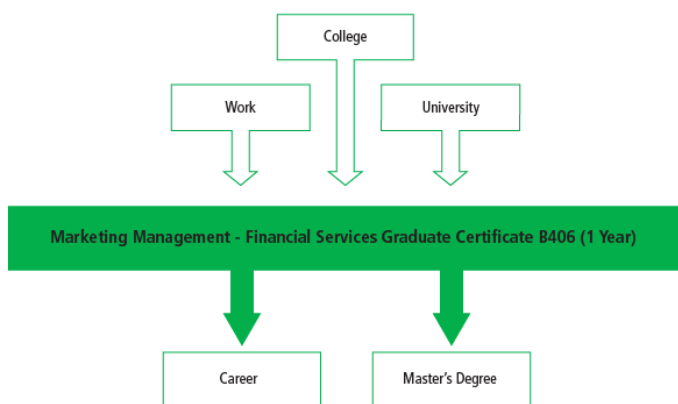
- Marketing Specialists
- Credit or Business Analysts
- Financial Services Officers
- Customer Service Representatives
- Personal Banking Representatives

## FUTURE STUDY OPTIONS

Graduates of this program may wish to pursue other designations in the financial services sector.

Information on the Canadian Securities Course and licensing requirements can be found at the Canadian Securities Institute website<sup>7</sup>.

**Note:** The requirements for each designation are set by the granting body, not George Brown College. In order to qualify for any of these designations, you need to follow the process listed on its website and meet all the requirements applicable to you.



## ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

## ENGLISH PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment

Please visit [georgebrown.ca/englishproficiency](http://georgebrown.ca/englishproficiency) for more details.

## COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide) for more information.

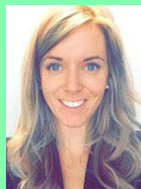
## INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions<sup>8</sup> page for more information.



**Regine Marie Salvador** (Graduate 2018, Marketing Management – Financial Services), *Marketing and Business Development Coordinator, Berg Chilling Systems*

“The Marketing Management - Financial Services program has given me a wholistic view of marketing, from traditional practices to digital strategies. The best part of the program was the co-op term, where I was able to gain experience which equipped me with important skills that are highly valuable in today's society. I highly recommend this program to those who want to learn not just about financial services, but about marketing as well.”



**Chelsea Clark** (Graduate 2017, Marketing Management – Financial Services), *Assistant Branch Administrator, ScotiaMcLeod*

“The Marketing Management – Financial Services postgraduate program really prepares you for success in the workforce. George Brown has a great network of connections that I haven't seen with other colleges. I made an effort to come out of my comfort zone and did a lot of networking; this set me up with many contacts and I already have a few job offers for after I graduate. That is extremely valuable in this competitive job market.”



**Chitsimran Chadha** (Graduate 2016, Marketing Management – Financial Services), *Sales Planning, Mercedes-Benz Canada Inc.*

“Taking this course has helped me build a broader view towards business and even today I am able to use some of the skills from the program at my work. The Co-op placement provided a great learning opportunity that I was able to showcase during my full-time job search. Professors and faculty, in general, bring in real-world experience which was beneficial both for coursework as well as for building network in the competitive job market. If you want to be successful, put the work in.”



**Nikki Lee** (Graduate 2015, Marketing Management – Financial Services), *Associate Investment Advisor, Richardson GMP Ltd.*

“The Marketing Management – Financial Services program provides the skill set and the practical experience necessary to take your career to the next level. The professors remain active in the marketing and financial industry providing real-world insight into what employers are looking for. This program helped me land a co-op position that connected me with a mentor for whom I still work for today. I would highly recommend the work experience component of the program as well as joining George Brown's Student Leadership Academy – both are great networking opportunities!”

## 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](mailto: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](mailto: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](mailto: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](mailto: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

### MARKETING MANAGEMENT – FINANCIAL SERVICES (B406)

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

**Michael Hlinka**, Program Co-ordinator  
**Email:** [mhlinka@georgebrown.ca](mailto:mhlinka@georgebrown.ca)  
**Elizabeth Speers**, Academic Director, Centre for Business  
**Email:** [espeers@georgebrown.ca](mailto:espeers@georgebrown.ca)

### Book a Meeting with the Chair:

[centreforbusiness.as.me/marketingprospective](http://centreforbusiness.as.me/marketingprospective)

### VISIT OUR CAMPUS

This program is offered out of our School of Marketing<sup>16</sup> and classes take place at our St. James Campus<sup>17</sup>, mainly at 200 King St. E.<sup>18</sup>, and 290 Adelaide St. E.<sup>19</sup>, 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<sup>20</sup> for an upcoming session.

**Campus tours** are offered on a regular basis. Sign up<sup>21</sup> today!

### LINKS REFERENCE

<sup>1</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B406&lang=en>

<sup>2</sup><http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

<sup>3</sup><http://www.georgebrown.ca/business/>

<sup>4</sup><http://www.georgebrown.ca/business/marketing/>

<sup>5</sup>[http://www.georgebrown.ca/business/learning\\_environment/](http://www.georgebrown.ca/business/learning_environment/)

<sup>6</sup><https://www.toronto.ca/>

<sup>7</sup>[https://www.csi.ca/student/en\\_ca/home.xhtml](https://www.csi.ca/student/en_ca/home.xhtml)

<sup>8</sup><http://www.georgebrown.ca/international/futurestudents/howtoapply/>

<sup>9</sup><http://www.georgebrown.ca/admissions/>

<sup>10</sup><http://www.georgebrown.ca/international/>

<sup>11</sup><http://www.georgebrown.ca/financialaid/>

<sup>12</sup>[http://www.georgebrown.ca/entry\\_advising\\_faq.aspx](http://www.georgebrown.ca/entry_advising_faq.aspx)

<sup>13</sup><http://www.georgebrown.ca/advising/contactform/>

<sup>14</sup>[http://www.georgebrown.ca/info\\_sessions.aspx](http://www.georgebrown.ca/info_sessions.aspx)

<sup>15</sup><https://centreforbusiness.as.me/marketingprospective>

<sup>16</sup><http://www.georgebrown.ca/business/marketing/>

<sup>17</sup><http://www.georgebrown.ca/campuses/st-james/>

<sup>18</sup><https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239>

<sup>19</sup><https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>

<sup>20</sup>[http://www.georgebrown.ca/business\\_infosessions/](http://www.georgebrown.ca/business_infosessions/)

<sup>21</sup>[http://www.georgebrown.ca/campus\\_tours/](http://www.georgebrown.ca/campus_tours/)

*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.*