

STRATEGIC RELATIONSHIP MARKETING PROGRAM (POSTGRADUATE) (B409)

PROGRAM NAME	Strategic Relationship Marketing	TUITION	\$4,289.00* †
COURSE CODE	B409	ADDITIONAL COST	
SCHOOL	School of Marketing		
CENTRE	Business		
LOCATION	St. James Campus		
DURATION	12 months (2 semesters in-class, 1 semester work experience)		
EXPERIENTIAL LEARNING	Work Experience (Co-op or Internship) Required		
STARTING MONTH	September, January		
CREDENTIAL	Ontario College Graduate Certificate		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

* 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 Costs² page for more information.

The **Strategic Relationship Marketing program** responds to the growing need within the marketing industry for a new skill set – one that places the customer at the centre of business decisions. This skill set is critical since modern marketing success depends on targeting and attracting new customers while retaining and strengthening relationships with current customers at all points during their journey.

This one-year graduate certificate program provides students with a foundation in marketing, with a focus on the examination and application of Customer Relationship Marketing (CRM) and Customer Experience (CX) best practices, strategies, tactics, tools, and techniques. Students will have an opportunity to apply industry standard marketing analytics and CRM platforms and technologies to marketing processes and create a comprehensive marketing plan.

Key areas covered in the program include: database marketing strategy, loyalty marketing, marketing research, omnichannel marketing, marketing automation of email, social media and online content for personalized customer journeys, and marketing analytics and measurement. In the final semester, students work on a capstone project based on a real business situation.

This Centre for Business³ program is part of our School of Marketing⁴.



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 term occurs after the end of the 2nd academic semester.*

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 education⁵ at the Centre for Business⁶.

Watch our past recording of the online info session for the Strategic Relationship Marketing

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Create a professional marketing plan using standard marketing planning processes and tools.
2. Develop a comprehensive Customer Relationship Management (CRM) marketing plan that uses a client's current database strategy that is personalized and scalable.
3. Apply strategic communication planning processes and tools to generate leads and improve customer retention, satisfaction and profitability.
4. Evaluate data extracted from a variety of marketing technology platforms to support problem-solving and decision-making processes in marketing.
5. Apply Customer Relationship Management (CRM) and Customer Experience (CX) best practices, strategies, tactics, and techniques to strengthen customer relationships for both business-to-business (B2B) and business-to-consumer (B2C) markets.
6. Design customer experience journey mapping to identify areas to improve customer experiences and automate personalized digital marketing.
7. Apply industry standard marketing analytics and CRM platforms to sales and marketing processes.
8. Gather and analyze primary and secondary marketing research in order to support sound marketing decisions that improve customer experiences.
9. Communicate complex marketing material verbally, in writing, and digitally for a variety of audiences and purposes.
10. Model professional standards to provide reliable and actionable analysis while respecting Canadian regulation and practice related to data privacy and security.

REQUIRED COURSES

In order to graduate from the **B409 program**, 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
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

Code	Course Name	Pre-requisite
MARK 1024	Marketing Seminar Series	NONE
MARK 4026	Marketing Automation	MARK 4015
MARK 2040	Strategic Project	Successful completion of Semester 1
MARK 4007	Marketing Research	NONE
MARK 4027	Retention & Loyalty Marketing	NONE
MARK 4028	Marketing Analytics & Measurement	MARK 4015

WORK EXPERIENCE TERM

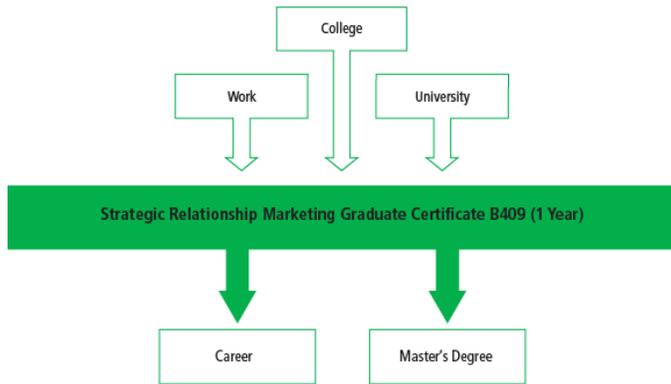
Code	Course Name	Pre-requisite
COOP 4004 or INTN 4004	Work Experience Term	BUS 4000

YOUR CAREER

Graduates will be prepared for careers in a wide variety of customer-centric sectors such as telecommunications and media, not-for-profit, retail, financial services, digital agencies and advertising agencies.

Potential positions may include:

- Marketing Coordinator
- Digital Analyst
- Product Manager
- Market Research Analyst
- Account Manager
- Content Manager
- Communications Coordinator



ADMISSION REQUIREMENTS

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

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English language 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 for more details.

COURSE EXEMPTIONS

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

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions⁷ page for more information.



Riddhi Modi (Graduate 2016, Strategic Relationship Marketing), *Partner Enablement Manager, Microsoft*

"I came to Canada leaving behind the corporate world to pursue my dreams and it was indeed a big milestone to achieve.

Strategic Relationship Marketing is the most intense and practical program for marketers interested in data analytics, market research and consumer insights. The on-campus and off-campus opportunities are amazing at George Brown and they gave me a chance to develop industry relationships. I ended up doing a co-op in the Marketing department of the college and the experience has been incredible. It has definitely opened many doors to pursue a full-time job later in the field of marketing. My potential has been best recognized here and I am proud to choose George Brown College as a stepping stone to my success."



Bailie Ross (Graduate 2015, Strategic Relationship Marketing), *Senior Project Manager, Cossette*

"I'd always been interested in marketing and I sort of shopped around the schools in the GTA. I called some employers to find out where they hire out of. A lot of

them recommended George Brown. I find that the learning in most of our courses is very interactive. We get a chance to learn and then apply that learning into different case studies, different presentations. Taking this year to invest in my future has really been worthwhile. I know I've got marketable skills."

Hear more about Bailie Ross' story in our video.⁸



Denys Shashura (Graduate 2013, Strategic Relationship Marketing)

"Strategic Relationship Marketing grad lands position out of work placement."

Sometimes the proof that you've picked the right program is in your success in the field. For Strategic Relationship Marketing alumnus Denys Shashura, landing a full-time role with the Ontario Lottery and Gaming Corporation a year after his co-op placement was the first step. Moving into a senior role two years later confirmed it. Read Denys Shashura's story⁹.



Faraz Thambi (Graduate 2012, Strategic Relationship Marketing), *Marketing & Partnership, Toronto Machine Learning Series*

"I chose the Strategic Relationship Marketing graduate certificate because it intersects between relationship marketing and database marketing, which gave me an edge over a traditional program." Read Faraz's story¹⁰ in our Alumni Success Stories¹¹



Laney Galloway (Graduate 2006, Strategic Relationship Marketing), *Senior Account Manager, Commercial Financial Services, RBC*

"Going to the George Brown postgraduate Strategic Relationship Marketing program was the step I needed to help me start my

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:**

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

STRATEGIC RELATIONSHIP MARKETING (B409)

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

Anne Iarocci, Program Co-ordinator

Email: Anne.Iarocci@georgebrown.ca

Elizabeth Speers, Academic Director, Centre for Business

Email: espeers@georgebrown.ca

Book a Meeting with the Chair:

centreforbusiness.as.me/marketingprospective

VISIT OUR CAMPUS

This program is offered out of our School of Marketing¹⁹ and classes take place at our St. James Campus²⁰, mainly at 200 King St. E.²¹, and 290 Adelaide St. E.²², 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 up²³ for an upcoming session.

Campus tours are offered on a regular basis. Sign up²⁴ today!

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B409&lang=en>

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

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

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

⁵http://www.georgebrown.ca/business/learning_environment/

⁶<http://www.georgebrown.ca/business/>

⁷<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁸<https://www.youtube.com/watch?v=ghDnO7cM0VM>

⁹<http://www.georgebrown.ca/business/alumni/denys-shashura.aspx>

¹⁰http://www.georgebrown.ca/business/alumni/faraz_thambi.aspx

¹¹<http://www.georgebrown.ca/business/marketing/alumni/>

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

¹⁸<https://centreforbusiness.as.me/marketingprospective>

¹⁹<http://www.georgebrown.ca/business/marketing/>

²⁰<http://www.georgebrown.ca/campuses/st-james/>

²¹<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>

²²<https://www.google.com/maps/place/George+Brown+College/@43.651459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>

²³http://www.georgebrown.ca/business_infosessions/

²⁴http://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.