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.

FIELD EDUCATION 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 education at the Centre for Business.

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

**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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 1192</td>
<td>Computer Applications for Database Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4013</td>
<td>Customer Experience Fundamentals</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1027</td>
<td>Marketing Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4014</td>
<td>CRM Fundamentals</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4005</td>
<td>Applied Business Communications</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4015</td>
<td>CRM Tools &amp; Technology</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4000</td>
<td>Work Experience Prep Course</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 1024</td>
<td>Marketing Seminar Series</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4026</td>
<td>Marketing Automation</td>
<td>MARK 4015</td>
</tr>
<tr>
<td>MARK 2040</td>
<td>Strategic Project</td>
<td>Successful completion of Semester 1</td>
</tr>
<tr>
<td>MARK 4007</td>
<td>Marketing Research</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4027</td>
<td>Retention &amp; Loyalty Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4028</td>
<td>Marketing Analytics &amp; Measurement</td>
<td>MARK 4015</td>
</tr>
</tbody>
</table>

**Work Experience Term**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COOP 4004 or INTN 4004</td>
<td>Work Experience Term</td>
<td>BUS 4000</td>
</tr>
</tbody>
</table>

**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 Admissions 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.

Denys Shashura (Graduate 2013, Strategic Relationship Marketing)

"Strategic Relationship Marketing 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 story.

Faraz Thambi (Graduate 2012, Strategic Relationship Marketing), Business Analyst, Rivit Global

"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 story in our Alumni Success Stories.

Sheldon D’Souza (Graduate 2010, Strategic Relationship Marketing)

After 9 years as a flight attendant, I was looking for a career change and George Brown made that easy. Strategic Relationship Marketing is a well-rounded
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

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

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/
7. http://www.georgebrown.ca/international/futurestudents/applynow/
8. https://www.youtube.com/watch?v=ghDnO7cM0VM
11. http://www.georgebrown.ca/financialaid/

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.