# BUSINESS – MARKETING PROGRAM (B120)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Business – Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B120</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Marketing</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>2 years (4 semesters)</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Diploma</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

**TUITION**

$4,351.00*

**ADDITIONAL COST**

*Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

International students: Visit the International Fees and Related Costs² page for more information.

**FINANCIAL ASSISTANCE**

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

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This **Business – Marketing** diploma prepares graduates for a variety of career opportunities in the exciting field of marketing. Students will build and demonstrate the skills needed to work in a wide range of organizations.

This learning experience will enable you to:

- Use the building blocks of a marketing plan to analyze the market, the customers and the competition
- Describe the purpose and value of effective market research and design
- Develop integrated and consistent communication strategies and solutions that will engage customers and help companies grow their brands through direct, digital, mass and social media channels as well as public relations and sales promotion.

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 Marketing³ 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 events
- Great Canadian Sales Competition
- Ad Week

This Centre for Business⁴ program is part of our specialized School of Marketing⁵.

**YOUR FIELD STUDY OPTIONS**

Students have the option of earning a business elective credit with the Field Education Course (BUS 1067). Classes often incorporate case studies and projects⁶ that can involve industry partners.

George Brown College endeavours to provide field education opportunities with real-world challenges and clients. Find out more about field education⁷ at the Centre for Business⁸.

**PROGRAM STANDARDS AND LEARNING OUTCOMES**

The graduate has reliably demonstrated the ability to:

1. Contribute to the development of a marketing plan that will meet the needs or goals of a business or organization.
2. Contribute to the development of an integrated marketing communication plan of a product, concept, good, and/or service based on an identified market need or target.
3. Contribute to the development of new and/or modified marketing concepts, products, goods, and/or services that respond to market needs.
4. Contribute to the development of strategies for the efficient and effective placement/distribution of a product, good, and/or service to respond to an evolving market.
5. Contribute to the development of strategies related to pricing for a product, good and/or service.
6. Analyze the viability of a concept, product, good, and/or service in local, national or global markets.
7. Participate in conducting 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 to address the needs of the client.

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George Brown Continuing Education offers a part-time certificate program in Marketing Management. See the Continuing Education course guide at coned.georgebrown.ca.
10. Develop strategies with clients, customers, consumers, co-workers, supervisors, and others to maintain and grow working relationships.
11. Develop learning and development strategies 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. Operate within a framework of organizational policies and practices, when conducting business of the organization.

REQUIRED COURSES

In order to graduate from the B120 program, you need to complete 27 courses: 23 Mandatory courses, 1 Business Elective or Field Education Course and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COM 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. COM 1003/CESL 1003 and MATH 1027 do not count towards the 27 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 Two, Three, and Four): You must complete 4 General Education courses (one per semester). 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. 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>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>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
</tr>
</tbody>
</table>

SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</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>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>
</tr>
</tbody>
</table>

Select One General Education Elective

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 STAT 1012</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1131</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 4

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1056</td>
<td>Business Presentation Skills</td>
<td>COMM 1007</td>
</tr>
<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 2063</td>
<td>Advertising &amp; Media Campaign Development (IMC 2)</td>
<td>MARK 1055</td>
</tr>
<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
<td>NONE</td>
</tr>
</tbody>
</table>

Select One General Education Elective

Business Elective or Field Education Course
ELECTIVES

BUSINESS ELECTIVES FOR BUSINESS - MARKETING PROGRAM

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1067</td>
<td>Field Education</td>
<td>For Non-Coop Students, by interview only</td>
</tr>
<tr>
<td>CMMK1120</td>
<td>Corporate Communication: Theory and Practice</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>MARK 2020</td>
<td>International Marketing</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>MARK 2028</td>
<td>Marketing Financial Services</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 2061</td>
<td>Applied Marketing Research</td>
<td>MARK 2007 &amp; STAT 1012</td>
</tr>
<tr>
<td>MARK 3018</td>
<td>Marketing on the Web</td>
<td>NONE</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 Strategy</td>
<td>Successful Completion of Semester 3, 3.0 GPA, by interview only</td>
</tr>
<tr>
<td>MGMT 1034</td>
<td>Retail Marketing</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates are prepared for careers in a wide range of business sectors including marketing firms, advertising agencies, retailers, banks and other financial services institutions, government, not-for-profit and small businesses. Potential positions may include:

- Marketing Assistant
- Sales Representative
- Customer Service Representative
- Account Coordinator
- Brand Ambassador
- Advertising Assistant

FUTURE STUDY OPTIONS

This program has a pathway to the Business Administration – Marketing three-year advanced diploma program. Should you wish to continue with a more in-depth study of the field, you will benefit from a seamless transition into the three-year advanced diploma.

George Brown College has agreements with several colleges and universities in Canada and abroad that will give you credit for your college diploma. 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)

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.

APPLY TO

Domestic students should apply through Ontario Colleges

Sean Robert MacPherson (Graduate 2016, Business – Marketing); Brand Manager, Glad Day Bookshop

“Taking the two-year Business – Marketing program at George Brown College was such a great decision to advance my career. The program helped me understand the fundamentals of marketing and stressed the importance of networking, which opened up many professional opportunities for me. The Business – Marketing program enhanced my strategic planning, data analysis and project management skills. The education here helped me in contributing to the marketing strategy and future growth goals in community businesses such as Glad Day Bookshop, the world’s oldest LGBT bookstore. I value small businesses as they are an important cornerstone of Toronto, which help to distinguish our great city.”

Jerry Gou (Graduate 2015, Business – Marketing); 2015 GBC Student Entrepreneur of the Year; City of Toronto International Student Excellence Award in the Entrepreneurship category; Co-founder, VP Marketing, Reach Mobile Technologies

“The education from Business – Marketing equipped me with the knowledge and skills to utilize integrated marketing strategies to engage over 16,000 Torontonians from 2014 to the present. After the two-year program, I became a results-driven individual whose strengths are partnership building, management, creative event planning and public relations. Also, George Brown College has fostered my strategic thinking skills, the ability to identify new business opportunities in various industries including Recruiting, Event Planning and Education, which I am able to use to provide exclusive solutions through technology innovation.”Learn more about Jerry’s story here.

CONTUCT US

INFORMATION SESSIONS

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.

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

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

BUSINESS-MARKETING (B120)

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

Adrian Bond, Program Co-ordinator
Email: abond@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 Marketing and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada. Campus tours are offered on a regular basis. Sign up today!

LINKS REFERENCE

1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B120&lang=en
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/business/marketing/
4https://www.georgebrown.ca/business/
5https://www.georgebrown.ca/business/marketing/
6https://www.georgebrown.ca/business/class-project/
7https://www.georgebrown.ca/business/learning_environment/
8https://www.georgebrown.ca/business/
9https://www.georgebrown.ca/programs/business-administration-marketing-program-b108/
10https://www.georgebrown.ca/assessment/admi-pre/
11https://www.georgebrown.ca/upgrading-credits/english-diploma/
12https://www.georgebrown.ca/upgrading-credits/math-diploma/
13https://www.georgebrown.ca/international/futurestudents/howtoapply/
14https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B120&lang=en
16https://www.georgebrown.ca/business_infosessions/
17https://www.georgebrown.ca/admissions/
18https://www.georgebrown.ca/international/
19https://www.georgebrown.ca/financialaid/
20https://www.georgebrown.ca/advising/faq/
21https://www.georgebrown.ca/advising/appointments/
22https://centreforbusiness.as.me/marketingprospective
23https://www.georgebrown.ca/business/marketing/
24https://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
25https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
26https://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.