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 Marketing 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 Business program is part of our specialized School of Marketing.

**PART TIME STUDY OPTIONS**

George Brown Continuing Education offers a part-time certificate program in Marketing Management. See the Continuing Education course guide at coned.georgebrown.ca.

**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 projects 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 education at the Centre for Business.

**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.
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 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 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.

SEMMISTER 1

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<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<td>COMP 1010</td>
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<td>MARK 1020</td>
<td>Principles of Marketing I</td>
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<td>GHUM 1087</td>
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SEMMISTER 2

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<td>Principles of Marketing II</td>
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<td>MATH 1131</td>
<td>Mathematical Analysis for Marketers</td>
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<td>ECON 1034</td>
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<td>Integrated Marketing Communication (IMC 1)</td>
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<td>MARK 2007</td>
<td>Marketing Research</td>
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<td>MARK 2033</td>
<td>Database Marketing I</td>
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<td>MARK 2063</td>
<td>Advertising &amp; Media Campaign Development (IMC 2)</td>
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<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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Business Elective or Field Education Course
**ELECTIVES**

**BUSINESS ELECTIVES FOR BUSINESS - MARKETING PROGRAM**

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<td>BUS 1067</td>
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<td>CMMK1120</td>
<td>Corporate Communication: Theory and Practice</td>
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<td>MARK 2020</td>
<td>International Marketing</td>
<td>MARK 2049</td>
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<td>MARK 2028</td>
<td>Marketing Financial Services</td>
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<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
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<td>MARK 2061</td>
<td>Applied Marketing Research</td>
<td>MARK 2007 &amp; STAT 1012</td>
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<td>MARK 3018</td>
<td>Marketing on the Web</td>
<td>NONE</td>
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<td>MARK 3007</td>
<td>Services Marketing</td>
<td>MARK 2049</td>
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<td>MARK 3016</td>
<td>Not for Profit Sector Marketing</td>
<td>MARK 2049</td>
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<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>
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<td>MGMT 1034</td>
<td>Retail Marketing</td>
<td>MARK 1020</td>
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<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
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**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

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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)**

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\(^\text{13}\) page for more information.

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."\(^{14}\)

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."\(^{14}\)

CONTACT 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

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

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., 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/
15https://www.georgebrown.ca/business_infosessions/
16https://www.georgebrown.ca/admissions/
17https://www.georgebrown.ca/international/
18https://www.georgebrown.ca/financialaid/
19https://www.georgebrown.ca/entry_advising_faq.aspx
20https://www.georgebrown.ca/advising/contactform/
21https://centreforbusiness.as.me/marketingprospective
22https://www.georgebrown.ca/business/marketing/
23https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3700668/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.6519459!4d-79.3700668
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25https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.65096214d-79.3702239
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.
This advanced diploma Business Administration – Marketing program will open doors to opportunities in the exciting and fast-moving field of marketing. Marketing at George Brown in Toronto 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 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 skills, as well as the analytical skills required by marketers today.

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

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 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, one of four specialized schools in our business school called the Centre for Business.

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

EXPERIENTIAL LEARNING

Field Education Course (Optional)

YOUR FIELD STUDY OPTIONS

Students have the option of earning a business elective credit with the Field Education Course (BUS 1067).
This program (B108) is also offered with work experience. Students who wish to apply for Business Administration – Marketing with Work Experience⁶ should apply to B158.⁷

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

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

REQUIRED COURSES

In order to graduate from the B108 program, you need to complete 38 courses: 31 Mandatory courses, 4 Business Electives, and 3 General Education Electives.

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 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.

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<tr>
<th>Code</th>
<th>Courses</th>
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<td>Project Management</td>
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<td>Advertising and Media Campaign Development (IMC 2)</td>
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</tbody>
</table>

Select One General Education Elective

### SEMESTER 5

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
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<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>
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</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>
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<tbody>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
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<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>
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</tr>
<tr>
<td>CMMK 1120</td>
<td>PR and Corporate Communications</td>
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</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
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<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
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</tr>
<tr>
<td>MARK 3007</td>
<td>Services Marketing</td>
<td>MARK 2049, MARK 2049</td>
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<td>MARK 3016</td>
<td>Not for Profit Sector Marketing</td>
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</tr>
<tr>
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<td>Case Based Approach to Marketing Strategies</td>
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<td>Sustainable Marketing</td>
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<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 1067</td>
<td>Field Education</td>
<td>By application only - applications available in SJC 103 &amp; SJA 313A</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>BUS 1051</td>
<td>Intro to Consulting</td>
<td>COMM 1034, PSY 1129, HRM 1008 or HRM 1029</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>
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### YOUR CAREER

Graduates from the three-year Business Administration – 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

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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)

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.
Lauren Reyes-Grange (Graduate 2011, Business Administration – Marketing)
“The moment I got to George Brown I felt like the teacher and I were partners in my academic career. They had so many people that were just rooting for me, I was really set up for success.”

Chloe Finnegan (Graduate 2015, Business Administration – Marketing)
“The Business Administration – Marketing program teaches you the fundamentals of business and the opportunities that exist within the industry. Professors aren’t only your mentors but they can be a connection to your first industry job. They have years of experience working in the field and many of them carry on projects during their time of teaching. Networking with professors and people in the classroom can bring you opportunities. The program is hands-on because students have the chance to present in front of industry professionals and clients that are looking for a solution for their business.”

Cindy Tran (Graduate 2014, Business Administration – Marketing), Alumni Digital Engagement Coordinator, George Brown College
“The Business Administration – Marketing program provided me the foundation I needed to successfully launch my career in the marketing industry. I graduated George Brown College with over two years of industry working experience and a job lined up for me after graduation. I am now taking advantage of the university pathway and completing my degree.”

Alexandra Nikitina (Graduate 2013, Business Administration – Marketing), CRM & Data Operations Specialist, Klick Inc.
“The Marketing program made my transition into Ryerson Bachelor of Commerce degree much smoother. It also allowed me to gain valuable experience in the world of business. Today I am a graduate of both George Brown College and Ryerson University with a full-time job straight out of school.”

Mark T. Phillips (Graduate 2007, Business Administration – Marketing), Brand Leader, Smirnoff Trademark, Diageo
“The ability to learn and benefit from being in downtown Toronto with great proximity to industry was a valuable experience.” Mark was recently named one of the Top 30 under 30 in Marketing magazine. Read more about Mark’s story in our School of Marketing Alumni Success Stories.

CONTACT 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.

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Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION MARKETING (B108/158)
For inquiries related to this program (for example, course-specific information) please contact the Program Coordinator:

Lori Futterer, Program Co-ordinator
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.
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 should apply to B108.

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 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, one of four specialized schools in our business school called the Centre for Business.
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.

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 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 a marketing plan that will meet the needs or goals of a business or organization.
2. Develop an integrated marketing communication plan for marketing of a product, concept, good, or service based on an identified market need or target.
3. Determine strategies for the development of new and/or modified marketing concepts, products, goods, and/or services that respond to evolving market needs.
4. Determine strategies for the efficient and effective placement/distribution of a product, good, and/or service that respond to an evolving market.
5. Determine 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. Analyze the viability of a concept, product, good, and/or service in local, national or global 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 an effective sales presentation or pitch to address the needs of the client.
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. Apply 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.

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 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.

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<thead>
<tr>
<th>SEMESTER 1</th>
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</thead>
<tbody>
<tr>
<td>Code</td>
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<tr>
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<td>COMP 1010</td>
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<td>HRM1008</td>
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<td>MARK 1020</td>
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<td>MATH 1008</td>
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### SEMESTER 2

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<tr>
<th>Code</th>
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<td>Principles of Accounting</td>
<td>NONE</td>
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<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
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<tr>
<td>BUS 1056</td>
<td>Business Presentation Skills</td>
<td>COMM 1007</td>
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<td>COMM 1034</td>
<td>Professional Communication</td>
<td>COMP 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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</table>

### SEMESTER 3

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<th>Courses</th>
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</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>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
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<tr>
<td>BUS 1000</td>
<td>Work Experience Prep Course*</td>
<td>COMM 1007 &amp; 3.0 GPA</td>
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</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>
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</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>
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</table>

Select One General Education Elective

### SEMESTER 5

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<tr>
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<th>Courses</th>
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<tbody>
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<td>MARK 2054</td>
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Select Two Business Electives
Select One General Education Elective

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<tbody>
<tr>
<td>BUS 1044</td>
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Select Two Business Electives
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General Education Electives
ELECTIVES

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INTERNATIONAL (VISA) STUDENTS

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Allison Kennedy (Graduate 2016, Business Administration – Marketing [with work experience]), Account Services Intern, Cossette

“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 a chance to stand out from the competition.”

Evan Cronshaw (Graduate 2016, Business Administration – Marketing [with work experience]), Alumni Ambassador Calling Campaign, Alumni Relations, George Brown College

“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.”

Jordan Brown (Graduate 2012, Business Administration – Marketing [with work experience]), Sales Manager, MiQ

“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.

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For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION MARKETING (B108/158)

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

Lori Futterer, Program Co-ordinator
Email: lfuttere@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

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/business/class-project/
6. https://www.georgebrown.ca/business/marketing/
7. https://www.georgebrown.ca/business/marketing/
8. https://www.georgebrown.ca/business/
10. https://www.georgebrown.ca/business/
12. https://www.georgebrown.ca/upgrading-credits/eng-diploma/
15. https://www.youtube.com/watch?v=ghDnO7cM0VM
17. https://www.georgebrown.ca/admissions/
18. https://www.georgebrown.ca/international/
22. https://centreforbusiness.as.me/marketingprospective
23. https://www.georgebrown.ca/business/marketing/
24. https://www.google.com/maps/place/George+Brown+College/@43.650962,79.3702239/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
25. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc61!8m2!3d43.6519459!4d-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.
In the Digital Media Marketing graduate certificate, students will develop the foundational knowledge and applied skills that employers value in digital marketing. Key areas covered in the program are: social media marketing, mobile marketing, search marketing, content marketing, owned media marketing, paid media marketing along with marketing analytics. In the final semester, students work on a capstone project.

The Digital Media Marketing program is offered in Toronto through a combination of in-class courses and hybrid courses (which combines online delivery with in-class instruction), with approximately 40% of teaching delivered online, thus students will require a laptop computer. Find out more about the minimum computing requirements.

This Centre for Business program is part of our School of Marketing.

Watch our past recording of the online info session for the Analytics for Business Decision Making 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 term 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 second academic semester.

George Brown College 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 will 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. 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, 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. Recommend strategies for using digital and online communication and media as part of a marketing communications plan.

REQUIRED COURSES

In order to graduate from the B413 program, you need a total of 13 Mandatory courses and 1 Work Experience Semester.

SEMMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 1051</td>
<td>Social Media Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 2037</td>
<td>Database Marketing Strategies</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4000</td>
<td>Work Experience Prep Course</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4005</td>
<td>Applied Business Communication</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4019</td>
<td>Fundamentals of Marketing And IMC</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4020</td>
<td>Owned Media Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4023</td>
<td>Paid Media Marketing</td>
<td>NONE</td>
</tr>
</tbody>
</table>

SEMMESTER 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 1044</td>
<td>Search Marketing</td>
<td>MARK 4020</td>
</tr>
<tr>
<td>MARK 4022</td>
<td>Content Marketing</td>
<td>MARK 4020 and MARK 1051</td>
</tr>
<tr>
<td>MARK 4024</td>
<td>Introduction to OMNI Channel</td>
<td>MARK 4019</td>
</tr>
<tr>
<td>MARK 1054</td>
<td>Strategic Marketing Project</td>
<td>Successful Completion of Semester 1</td>
</tr>
<tr>
<td>MARK 4021</td>
<td>Analytics for Digital Marketing</td>
<td>NONE</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 4005 OR INTN 4005</td>
<td>Work Experience</td>
<td>BUS 4000</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates from the Digital Media Marketing program will be prepared to start careers in a variety of roles including marketing communication, client service, marketing communication planning or media planning and buying, across different industry sectors.

Potential positions may include:

- Digital Marketing Assistant/Manager
- Social Media Coordinator/Manager
- Digital Content Manager
- Media Planner
- Digital Analyst
- Community Manager
- SEM Specialist
- SEO Analyst
- Account Coordinator/Manager

FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.
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 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.

Azka Ijaz (Graduate 2016, Digital Media Marketing), Content Director at Dx3 Canada | IoT Events

“Digital Media Marketing is a one-of-a-kind program and it caters to students either coming from a different background or already from the digital marketing field. This program will give you an equal opportunity to learn, explore and grow in the digital world. The best part of this program is its work experience term, which gives you a platform to work with some great employers. Joining George Brown College proves to be my best decision.”

Jennifer Nugent (Graduate 2015, Digital Media Marketing), Creative Operations Manager at PwC

“Digital Media Marketing is a one-of-a-kind program that is extremely relevant to the future of marketing. Coming straight from university, I knew I wanted to further my education in a way that would give me practical experience. This program helped me land an amazing co-op experience that has contributed significantly to my learning. I highly recommend this program to anyone interested in learning from amazing professors who have the industry experience to take your education to the next level.”

John Wallace (Graduate 2015, Digital Media Marketing), Digital Marketing Manager, Toronto International Film Festival (TIFF)

“The Digital Media Marketing program is one of the first of its kind and really helps to provide you with the skills you need to become an expert in the digital space. Led by faculty with years of industry experience, the program teaches you exactly what employers are looking for.”

Anja Moore-Heighington (Graduate 2015, Digital Media Marketing), Membership Officer, Canoo, Institute for Canadian Citizenship (ICC)

“In university I wrote papers about social media and now I'm participating in creating social media campaigns.” Read more about Anja’s story.

CONTACT 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
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

DIGITAL MEDIA MARKETING (B413)

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

Blair Smith, Program Co-ordinator
Email: Blair.Smith@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 CAMPUSS

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

2. https://www.georgebrown.ca/b413-digital-media-marketing-program-minimum-computing-requirements/
3. https://www.georgebrown.ca/admissions/
4. https://www.georgebrown.ca/business/marketing/
5. https://www.georgebrown.ca/business/learning_environment/
6. https://www.georgebrown.ca/business/
8. https://www.georgebrown.ca/business_infosessions/
10. https://www.georgebrown.ca/international/
11. https://www.georgebrown.ca/financialaid/
12. https://www.georgebrown.ca/advising/faq/
14. https://centreforbusiness.as.me/marketingprospective
15. https://www.georgebrown.ca/business/marketing/
17. 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
18. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900d06188m213d43.6519469!4d-79.370068

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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 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 Business3 program is part of our School of Marketing4.

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 education5 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 Toronto⁶

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

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

WORK EXPERIENCE TERM

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<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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</thead>
<tbody>
<tr>
<td>COOP 4002</td>
<td>Work Experience Term</td>
<td>BUS 4000</td>
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</table>

SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>FIN 4025</td>
<td>Canadian Investments II</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1031</td>
<td>Principles of Marketing Financial Services</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>MARK 1107</td>
<td>Direct and Interactive Marketing</td>
<td>MARK 2037</td>
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<tr>
<td>MARK 1109</td>
<td>Data Analytics &amp; Data Mining</td>
<td>MARK 2037</td>
</tr>
<tr>
<td>MARK 2044</td>
<td>Principles of Marketing Research</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4012</td>
<td>Marketing Metrics</td>
<td>MARK 1027</td>
</tr>
</tbody>
</table>

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.

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 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.
CONTACT 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

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

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
Elizabeth Speers, Academic Director, Centre for Business
Email: espeers@georgebrown.ca

Book a Meeting with the Chair:
centreforbusiness.as.me/Chair

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6. https://www.toronto.ca/
11. http://www.georgebrown.ca/international/
15. https://centreforbusiness.as.me/marketingprospective
17. http://www.georgebrown.ca/campuses/st-james/
18. 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
19. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dcc0618b23d43.6519459f4d-79.3700668

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For over 25 years, the Sport and Event Marketing graduate certificate program at George Brown College in Toronto has been equipping students with the core skills to succeed in the integrated work of sport, arts and entertainment, and not for profit enterprises.

Hands-on from the first day, this 12-month program provides students with a foundation in consumer marketing. It focuses on the examination and application of Sport and Event Marketing best practices, strategies, tactics, tools and techniques. Students develop and learn to apply creativity and critical thinking skills that will take them from the classroom to the boardroom. Assignments and projects can involve industry partners, especially in the final semester when students plan and execute a charitable event.

Key disciplines covered include sport, arts and entertainment marketing, sponsorship activation, event planning and management, integrated marketing communications (IMC), digital media, not for profit and cause-related marketing and financial metrics.

This learning experience will enable you to:

- Develop integrated marketing and media plans for arts, entertainment, cause-related marketing, and the sports industry
- Plan, execute and evaluate comprehensive events utilizing project management and team-building skills
- Develop and evaluate sponsorship activation opportunities from the value perspective of the consumer, property, and buyer

Extracurricular opportunities may include:

- Speed Mentoring
- 5 to Watch³ Canada’s Sports Business Awards
- Primetime Sports Case Competition

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

EXPERIENTIAL LEARNING
Work Experience (Co-op or Internship) Required
YOUR FIELD STUDY OPTIONS

WORK EXCELIENCE (CO-OP OR INTERNSHIP WORK TERM)

This program requires the successful completion of one semester 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. The work term occurs after the end of the second 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.

THE INDUSTRY

INDUSTRY FEEDBACK

"We have hosted a variety of George Brown Sport and Event Marketing interns and have always been impressed that these students have a built-in industry network when they arrive, as their classmates are spread throughout the industry. Add to that the fact that many have had other work experiences and it makes for a more mature, effective internship for the hosting organization." Read more about Dan MacKenzie in our Alumni Stories.

Dan MacKenzie (Graduate 1997, Sport and Event Marketing), Vice-President & Managing Director, NBA Canada

"The insights students gained from the George Brown Sport and Event Marketing program have helped them provide valuable support for our Sponsorship programs. Their experience has allowed them to become important and trusted members of Scotiabank’s Marketing team."

Matthew Coorsh, Director, Marketing Sponsorships & Brand Management, Scotiabank

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Apply marketing concepts to industries directly associated with sports, arts, entertainment or causes.
2. Develop integrated marketing and media plans featuring consumer-oriented objectives, strategies, tactics, budgetary considerations and return on investment (ROI) metrics.
3. Plan, execute and evaluate comprehensive events utilizing project management and team building skills as required.
4. Develop and evaluate sponsorship activation opportunities from the value perspective of the consumer, property and buyer.
5. Create professional and persuasive written, digital and other presentation formats using industry standard software.
6. Analyze and interpret marketing activities using criteria related to sales forecasting, budgeting, financial health and performance metrics.

REQUIRED COURSES

In order to graduate from the B400 program, you need to complete the following 13 Mandatory courses and 1 Work Experience Term.

SEMMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 1110</td>
<td>Computer Applications for Marketing</td>
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</tr>
<tr>
<td>MARK 1024</td>
<td>Marketing Seminar Series</td>
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<td>MARK 1027</td>
<td>Marketing Management</td>
<td>NONE</td>
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<tr>
<td>MARK 4005</td>
<td>Applied Business Communications</td>
<td>NONE</td>
</tr>
<tr>
<td>SPMK 4002</td>
<td>Event Planning and Management I</td>
<td>NONE</td>
</tr>
<tr>
<td>SPMK 4014</td>
<td>Principles of Sport &amp; Event Marketing I</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4000</td>
<td>Work Experience Prep Course</td>
<td>NONE</td>
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SEMMESTER 2

<table>
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<tr>
<th>Code</th>
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<th>Pre-requisite</th>
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<tr>
<td>SPMK 4017</td>
<td>Non-Profit and Cause Related Marketing</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>MARK 4012</td>
<td>Marketing Metrics</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>SPMK 4007</td>
<td>Event Planning &amp; Management II</td>
<td>SPMK 4002</td>
</tr>
<tr>
<td>MARK 2044</td>
<td>Principles of Marketing Research</td>
<td>NONE</td>
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<tr>
<td>MARK 4025</td>
<td>IMC &amp; Digital Media Fundamentals</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>SPMK 4018</td>
<td>Principles of Sport &amp; Event Marketing II</td>
<td>SPMK 4014</td>
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</table>
WORK EXPERIENCE TERM

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<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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</thead>
<tbody>
<tr>
<td>COOP 4001</td>
<td>Work Experience Term</td>
<td>BUS 4000</td>
</tr>
<tr>
<td>or INTN 4001</td>
<td>Work Experience Term</td>
<td></td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates gain transferable skills for a career start in a growing variety of industries that embrace sport and event marketing practices. These include amateur and professional sport, e-sports, arts and entertainment, consumer products, retail, tourism, hospitality, financial services, technology, special events, not for profit, business consulting, advertising, sponsorship, digital and experiential marketing.

Potential positions may include:

- Account Manager/Executive
- Event Coordinator
- Game Operations Coordinator
- Marketing Coordinator
- Partnerships and Sponsorships Coordinator
- Ticket Sales Coordinator

FUTURE STUDY OPTIONS

For information on additional future study options, see georgebrown.ca/transferguide.

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 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.
Emma Lambert (Graduate 2017), National Events Specialist, motionball for Special Olympics

“I was really looking for a way to pair my degree with a more applied postgraduate experience. I had a strong sports background after being at Queen’s, but I was missing the business side. I was lucky to be accepted into the Sport & Event Marketing program. If you want to work in sports, it’s definitely the best place in the country to be.”

Candice Joseph (Graduate 2017), Account Manager, FUSE Marketing Group

“I started doing research through LinkedIn to see where people in positions that I would ultimately love to have had gone to school. George Brown’s Sport & Event Marketing program appeared to be the choice for many, so I applied and was grateful to be accepted into the program. On the very last day of classes I learned I had an offer to join the FUSE Marketing Group as an Account Coordinator. When things like this happen, it validates making the right decision at the right time. From the first day of school to the last day, I poured my heart and soul into my education, so I could come out with a job that I could be proud of. It's been an incredible experience.”

Alexa Costa (Graduate 2016, Sport and Event Marketing), Manager, Partnership Marketing, Canadian Soccer Business

“The George Brown Sport and Event Marketing program was exactly what I was looking for. With a passion for sports and an eagerness for the industry, the program gave me the opportunity to connect with great professors, successful alumni and well-known figures in the industry to get me on the right path to start my career in sports marketing. Being the CFL Achievement Award recipient this year opened many doors for me and I'm truly grateful for George Brown College.”

Sean Reczulski (Graduate 2014, Sport and Event Marketing), former Foundation Manager, Michael “Pinball” Clemons Foundation, now Philanthropic Manager, Canadian Olympic Foundation

“The Sport and Event Marketing program has a great reputation all over Canada. Everyone was either coming from another job, or straight out of university, like me, so they knew exactly what they wanted. The alumni network is also extremely strong and there is a common bond with other people that have gone through the program.”Read more about Sean’s experiences in the View from the Top article in our Alumni Stories.

Alexis Levenson (Graduate 2008, Sport and Event Marketing), Senior Manager, Operations, MCI Group

“While completing my Bachelor of Arts at Western University, I decided to consider a career in event marketing. George Brown offered the perfect one-year program for me. My

CONTACT US

INFORMATION SESSIONS

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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

SPORT & EVENT MARKETING (B400)

For inquiries related to this program (for example, course-specific information) please contact the Program Coordinator:
Peter Widdis, Program Co-ordinator
Email: pwiddis@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

1 https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B400&lang=en
2 https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3 http://www.5towatch.ca/
4 https://www.georgebrown.ca/business/
5 https://www.georgebrown.ca/business/marketing/
6 https://www.georgebrown.ca/business/learning_environment/
7 https://www.georgebrown.ca/international/futurestudents/howtoapply/
8 https://www.georgebrown.ca/business/alumni/sean-reczulski.aspx
9 https://www.georgebrown.ca/business/marketing/alumni/
11 https://www.georgebrown.ca/business/marketing/alumni/
12 https://www.georgebrown.ca/business_infosessions/
13 https://www.georgebrown.ca/admissions/
14 https://www.georgebrown.ca/international/
15 https://www.georgebrown.ca/financialaid/
16 https://www.georgebrown.ca/entry_advising_faq.aspx
17 https://www.georgebrown.ca/advising/contactform/
18 https://centreforbusiness.as.me/marketingprospective
19 https://www.georgebrown.ca/business/marketing/
20 https://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/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
23 https://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.
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 program makes use of industry-standard cloud-based software, so students will require a laptop computer. The minimum computing requirements are:

**PC**
- Intel i3 processor
- Microsoft Windows 7 or higher with 4GB RAM
- Web camera and microphone
- Wi-Fi: IEEE 802.11 a/b/g/n/ac compatible
- Microsoft Office – Word, Excel, PowerPoint, OneNote, OneDrive (including access to Office 365 cloud)

**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 second 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 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

SEMMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>COMP 1192</td>
<td>Computer Applications for Database Marketing</td>
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<td>MARK 4013</td>
<td>Customer Experience Fundamentals</td>
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<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>
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<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>
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SEMMESTER 2

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<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<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>
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<tr>
<td>MARK 4007</td>
<td>Marketing Research</td>
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<tr>
<td>MARK 4027</td>
<td>Retention &amp; Loyalty Marketing</td>
<td>NONE</td>
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<tr>
<td>MARK 4028</td>
<td>Marketing Analytics &amp; Measurement</td>
<td>MARK 4015</td>
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WORK EXPERIENCE TERM

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<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<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
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.

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COURSE EXEMPTIONS

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INTERNATIONAL (VISA) STUDENTS

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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 graduate certificate 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), 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.”

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

INFORMATION SESSIONS

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FINANCIALS/FEES

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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

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 Marketing and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

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3http://www.georgebrown.ca/business/
4http://www.georgebrown.ca/business/marketing/
5http://www.georgebrown.ca/business/learning_environment/
6http://www.georgebrown.ca/business/
7http://www.georgebrown.ca/international/futurestudents/howtoapply/
8https://www.youtube.com/watch?v=ghDnO7cM0VM
9http://www.georgebrown.ca/business/alumni/denys-shashura.aspx
10http://www.georgebrown.ca/business/alumni/faraz_thambi.aspx
11http://www.georgebrown.ca/business/marketing/alumni/
12http://www.georgebrown.ca/business/infosessions/
13http://www.georgebrown.ca/admissions/
14http://www.georgebrown.ca/international/
15http://www.georgebrown.ca/financialaid/
16http://www.georgebrown.ca/entry_advising_faq.aspx
17http://www.georgebrown.ca/advising/contactform/
18https://centreforbusiness.as.me/marketingprospective
19http://www.georgebrown.ca/business/marketing/
20http://www.georgebrown.ca/campuses/st-james/
21https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3702239/data=!4m2!3m1!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
22https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668/data=!4m2!3m1!1s0x0:0x975fd3a1900d0618m213d43.6519459!4d-79.3700668
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