

Program Roadmap: Is this program right for you?

About You

- You are passionate about marketing.
- You love staying on top of current trends.
- You have excellent English communication skills (oral and written).
- You enjoy the challenge of thinking quickly on your feet & working in teams.



Are you ready?

- To conduct qualitative research and data analysis and transform it into persuasive marketing campaigns.
- To commit the necessary time to attend and prepare for classes (approx. 5 hrs/course/wk including class and prep). If you work part-time during term we recommend less than 20 hrs/wk.
- To be professional and prepared at all times (in school and in the workplace).
- To take advantage of the numerous opportunities to network with industry experts and guest lecturers.

Did you know?

- Marketing is more than just pictures and words. It's a management area responsible for researching and satisfying customer needs, through product/service development, planning, pricing, advertising, promotion and distribution.
- Marketing focuses on developing and managing ongoing relationships with customers, partners, suppliers and other stakeholders. Insight, communication and creativity are all part of marketing.

Chart Your Path Success

	1 st Year (or Semester 1+2)	2 nd Year (or Semester 3+4)	3 rd Year (or Semester 5+6)
Academic Experience	<ul style="list-style-type: none"> • 13 required courses • Plus any additional courses required based on placement test results* 	<ul style="list-style-type: none"> • 13 required courses • 1 general elective • Includes: Work Experience (co-op/internship) 	<ul style="list-style-type: none"> • 6 required courses • 4 business electives • 2 general electives • Includes: Work Experience (co-op/internship)
Industry Connections	<ul style="list-style-type: none"> • Membership in Canadian Marketing Association (CMA) is encouraged.* • Attendance encouraged at monthly industry events (e.g. CMA Conferences, American Marketing Association Conferences) before, during and after your studies.* • Attend Centre for Business Career Fair at George Brown. • A chance to participate in <i>Dean's Volunteer Recognition Program</i>. • A chance to attend the Ontario Colleges Marketing Competition (OCMC) or <u>BDC Vanier National Case Competition</u>¹ • A chance to attend <u>Enactus</u>² – open to Centre for Business students at any point in their education cycle at George Brown. • A chance to attend annual speed mentoring events hosted by George Brown where 2nd and 3rd year students connect with industry experts. 		
Preparation Tips	<ul style="list-style-type: none"> • Register on <u>STU-VIEW</u>³ for mandatory in-person English and Math placement tests and choose your courses. • Set up your georgebrown.ca email. This is how the college will keep in touch with you. • Get your student ID card. It gives you access to many college services and activities, including the Library Learning Commons. • Apply for financial aid and scholarships. 		

Other Services

The [Current Student](#)⁴ page has information about available services and activities including: [Athletics](#)⁵ (including clubs & recreation), [Student Life](#)⁶ activities (including the [Student Leadership Academy](#)⁷), [Counselling](#)⁸, [Accessible Learning Services](#)⁹, [Library Learning Commons](#)¹⁰, [tutoring](#)¹¹, [peer coaching](#)¹², [technical support](#)¹³ and more.



Program Highlights

- Required work experience (co-op or internship) gives students hands-on, project-based experience working with real clients on real projects.
- The program emphasizes the strong links between marketing and all aspects of business and strategic management.

About Us

- Our faculty is comprised of experts with real-world experience. Ask them about it.
- Our past industry partners include: So You Think You Can Dance Canada, MTV, Jamie Oliver products, not-for-profits, start-ups and lots more.
- Our program is designed to help you find your niche – whether it's working at an ad agency, in a marketing department or with a start-up.
- Located in downtown Toronto, with access to thousands of local and international businesses, George Brown offers exposure to the Canadian marketplace.

What's Next

Graduates from the three-year 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

Want more training?

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

Need career support?

Jump-start your job search with [Career Services](#)¹⁴ and [Career Coach](#)¹⁵.

The Career Services centre offers support to students before, during and after their studies.

- Identify your strengths and develop your career skills.
- Use our online tools and interactive workshops to build your resume, cover letter and interview skills.
- Work one-on-one with a Career Advisor to start your career development.

Still unsure?

We can help you find the program that's right for you.

Contact an Entry Advisor at 416-415-5000, ext. 2949 or colleeadvisor@georgebrown.ca.

Book an appointment using the [Entry Advising Client Intake Form](#)¹⁶.

For inquiries related to B158 contact Program Co-ordinator: Thomas Arhontoudis tarhonto@georgebrown.ca.



Links Reference

- ¹<http://www.vaniercollege.qc.ca/business-administration/official-case-challenge/>
- ²<http://enactus.ca/>
- ³<http://stuviview.georgebrown.ca/>
- ⁴<https://www.georgebrown.ca/current-students/>
- ⁵<https://www.georgebrown.ca/athletics/>
- ⁶<https://www.georgebrown.ca/studentlife/>
- ⁷<https://www.georgebrown.ca/studentleadershipacademy/>
- ⁸<https://www.georgebrown.ca/current-students/counselling/>
- ⁹<https://www.georgebrown.ca/accessible-learning-services/>
- ¹⁰<https://www.georgebrown.ca/lhc/>
- ¹¹<https://www.georgebrown.ca/tlc/>
- ¹²<https://www.georgebrown.ca/peerconnect/>
- ¹³<https://www.georgebrown.ca/lhc/technology/techhelp/>
- ¹⁴<https://www.georgebrown.ca/careerservices/>
- ¹⁵<https://georgebrown.emsic.com/?radius=@ion=Toronto>
- ¹⁶<https://www.georgebrown.ca/advising/contactform/>
- ¹⁷<https://www.facebook.com/georgebrowncollege>
- ¹⁸<http://www.twitter.com/GBCollege>
- ¹⁹<http://www.instagram.com/gbcollege/>
- ²⁰<http://www.youtube.com/user/georgebrowncollege>
- ²¹<https://www.georgebrown.ca/mobileapps/>

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