



In 2020, Georgian College entered into a partnership with the International Language Academy of Canada (ILAC) to form Georgian@ILAC, delivering programs to international students at ILAC's beautiful downtown Toronto campus.

## Marketing Management

This **graduate certificate** program is designed to prepare university and college graduates from a wide range of educational and cultural backgrounds to work as managers in a marketing setting. Students develop the knowledge, skills, and attitudes necessary to manage the human, physical, and financial resources associated with being a marketing professional.

PROGRAM		LENGTH	
MARKETING MANAGEMENT		2 Semesters (1 Year)	
INTERNATIONAL FEES			
Semester 1	<b>\$8,694.96</b>	Semester 2	<b>\$9,120.38</b>
<b>APPROX. TOTAL PROGRAM COST*</b>			<b>\$17,815.34</b>

### ADMISSION REQUIREMENTS

Admission will be considered for applicants with:

- ILAC Pathway 3.2, or IELTS 6.5
- Post-secondary diploma or degree, or equivalent; education or experience in a business setting is desirable.

### INTAKES 2022

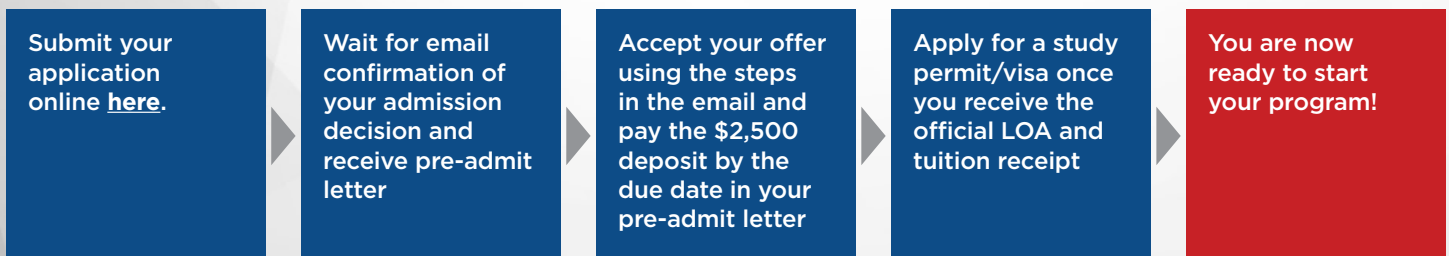
- January
- May
- September

### PROGRAM OVERVIEW

In this program, students gain the knowledge, skills, and attitudes they need to become marketing professionals who can effectively manage a range of tasks and functions within business-to-business (B2B) and business-to-consumer (B2C), not-for-profit, and government organizations. Using a broad range of analytical and creative approaches, students gain a wide understanding of marketing management fundamentals as they focus on concepts related to advertising, promotion, public relations, marketing research and data analytics, online/digital marketing, and international marketing management. As a result, students gain valuable insight into all aspects of marketing from an online, local, and international perspective.

Graduates of this program may be employed by or initiate entrepreneurial start-ups or will be prepared to work in a variety of business-focused environments and middle-management roles, including account executives, media planners and buyers, brand managers, marketing analysts/researchers, sales and marketing coordinators/managers, community engagement managers, digital media marketers, social media managers and communications managers

### ADMISSION PROCESS



\* Total estimated cost. Course materials are additional and vary per semester

**PROGRAM OUTLINE**

SEMESTER	PROGRAM COURSES	
<b>Semester 1</b> <i>(336 Hours)</i>	Graphic Design	Advertising, Promotion, and Public Relations
	Database Marketing Strategies	Computer Applications For Database Marketing
	Applied Marketing Research	Fundamentals of Economics and Finance
<b>BREAK</b>		
<b>Semester 2</b> <i>(336 Hours)</i>	Direct and Interactive Marketing	Data Analytics and Data Mining
	International Marketing Management	Ethics and Entrepreneurship
	Social Customer Relationship Management	Marketing Management Capstone Project

*(Total 672 Hours)*