

MARKETING (MKTG)

MKTG 1024 Credits: 3

Customer Relationship Mgmt Total Hours: 45

In this course students are introduced to the key approaches and strategies used in Customer Relationship Management (CRM). Students learn the importance of data analysis and how it is used to improve business relationships with customers by focusing on customer retention to increase sales growth. Topics include customer profiling, market segmentation, customer service, retention, relational databases and CRM software.

MKTG 1034 Credits: 3

Intro to Digital Marketing Total Hours: 45

This course examines the function of digital media in marketing. The role of digital media in identifying, anticipating, and satisfying consumer needs and wants is explored. The internet impacts the way organizations communicate, conduct research, promote themselves, price, and distribute their products. These effects, as well as others, will be explored while taking into consideration legal and ethical implications.

MKTG 1044 Credits: 3

Marketing Math Total Hours: 45

Learners will explore the quantitative elements of starting, running, and marketing a business. Understanding how to calculate break even costs, analyze profit-and-loss, monitor key performance indicators for both digital and traditional marketing campaigns, and being able to present this data to non-financial audiences is a key element in any marketer's success. Throughout this course, learners will explore the fundamentals of math for marketing and gain better insight into the rationale behind quantitative marketing decision making.

MKTG 2004 Credits: 3

Professional Selling Total Hours: 45

Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on interactive activities. The focus of this course is on building long-term, mutually beneficial relationships established through trust and ethical decision making.

MKTG 2005 Credits: 3

Marketing Automation Total Hours: 45

In this course students learn to use marketing automation software to improve the overall effectiveness of marketing campaigns. Students integrate knowledge from previous courses to plan marketing funnels and drip campaigns using a variety of software platforms. They also learn how to collect, store, segment and utilize data to retain customers.

Pre-requisite(s): MKTG 2031, MGMT 1006

MKTG 2008 Credits: 3

International E-Commerce Total Hours: 45

E-commerce is rapidly changing the world of Canadian and international commerce. This course explores the increasingly intertwined relationship between information and communication technology and the world of business. Students will develop an understanding of the practices and principles of using the internet and social media to market goods and services. Selected Canadian case examples will be used to illustrate critical issues that have arisen as a result of the introduction of e-commerce practices in the marketplace.

MKTG 2009 Credits: 3

Advertising & Marketing Comm Total Hours: 45

Students examine the role of advertising design in integrated marketing communications. Advertising design is considered with respect to consumer behaviour, media, advertisers, and advertising professionals to develop a basic understanding of the applicability of advertising in planning and executing an integrated marketing communications plan.

MKTG 2031 Credits: 3

CRM Software Administration Total Hours: 45

In this course students work with CRM software to collect, analyze, and automate customer data and create applications in a laboratory setting. Upon completion of the course, students will be familiar with the foundational components of the Salesforce CRM system.

Pre-requisite(s): MKTG 1024

MKTG 2041 Credits: 3

Advanced CRM Administration Total Hours: 45

This course is a continuation of MKTG 2031. Students build on the skills developed in MKTG 2031 and learn the skills required for job readiness in the field of marketing technology and advanced CRM administration. Working with laboratory software students learn advanced setup, configuration, and maintenance of CRM applications. Upon completion of this course students will be prepared to write a certification exam in advanced CRM administration.

Pre-requisite(s): MKTG 2031

MKTG 2068 Credits: 3

Managing Software Projects Total Hours: 45

This course introduces learners to the fundamentals of project management specific to software and IT. Students will learn the steps and stages of project management from beginning to end, and, upon completion of the course will be able to act as effective project participants.

MKTG 2069 Credits: 3

Law and Ethics for Marketing Total Hours: 45

This course explores on the many legal and ethical issues related to marketing. The course examines issues related to international, social, environmental, and digital aspects of marketing strategy implementation. After this course, students can critically evaluate ethical and legal marketing situations.

MKTG 2077 Credits: 3

Data Analytics for Marketing Total Hours: 45

In the business world, it is important to turn ever-increasing amounts of data into useful information that can be easily seen and understood. In this course students learn the fundamental principles and practices of business data analysis and how to communicate business intelligence in visual formats. Working with a variety of data sources and software, students learn to make sense of quantitative marketing data by discerning meaningful patterns, trends, relationships, and exceptions that reveal marketing performance, potential problems, and opportunities.

Pre-requisite(s): MGMT 1021

MKTG 2078 Credits: 3

Digital Advertising Total Hours: 45

The digital age has opened new channels of communication and new types of messages. This course will offer students real world experience in planning, implementing, and measuring a digital marketing campaign that is embedded in an integrated marketing strategy. Students will explore Google Ads certification and learn to plan, execute, and measure digital advertising campaigns.

MKTG 2099 Credits: 3

Marketing Technology Capstone Total Hours: 45

Students build on the skills developed in the Marketing Technology program and learn the skills required for job readiness in the field of marketing technology. Working with laboratory software, students will synthesise all knowledge gained throughout the duration of the Marketing Technology program and solve a business case using CRM and other software.

Pre-requisite(s): Completion of all courses from terms one, two and three