Part-time Program Delivery Schedule

Business – Marketing Diploma (BMKN)
Ontario College Diploma
Winter 2027 intake

Graduation requirements: 17 Program Courses, 2 Program Option Courses, 2 Communications Courses, 3 General Education Courses

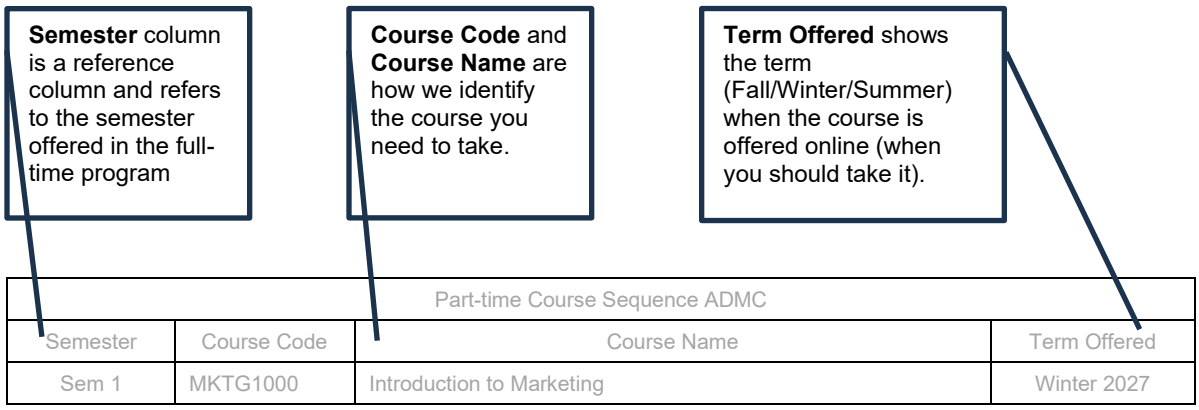
Welcome to the program! We have a sequencing of courses for you to follow.

On the pages of this document you will find a course sequencing for students taking 2 courses per semester.

Part-time students:

- can take a maximum of 3 courses in a semester
- can vary the number of courses they take every semester (1, 2, or 3 courses)
- can take one semester off per year.

How to use this document:



Part-time Course Sequence ADMC			
Semester	Course Code	Course Name	Term Offered
Sem 1	MKTG1000	Introduction to Marketing	Winter 2027

All courses in this program are delivered in-person at the Barrie campus. Some courses are available online – refer to the webpage to view online equivalencies. You cannot complete this entire program online.

BMKN program page

Communications and General Education courses have many online sections.

Questions?

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Recommended Course Sequence – 2 courses per semester				
Semester	**Course Code**	**Course Name**	**Term**	**Available Online**
Sem 1	MKTG1000	Introduction to Marketing	Winter 2027	Y
Sem 1	COMP1003	Microcomputer Applications	Winter 2027	Y
Sem 1	BUSI 1001	Organizational Behaviour	Summer 2027	Y
Sem 1	COMM1016	Communications Essentials	Summer 2027	Y
Sem 3	MKTG1019	Intro to Marketing Research *(prerequisite: MKTG1000)*	Fall 2027	
Sem 3	ADVE2001	Integrated Marketing Communications *(prerequisite: MKTG1000)*	Fall 2027	Y
Sem 2	ADVE1007	Graphic Design Fundamentals	Winter 2028	
Sem 2	MKTG1018	Strategic Marketing Planning *(prerequisite: MKTG1000)*	Winter 2028	Y
Sem 2	ACCT1000	Financial Accounting Principles 1	Summer 2028	Y
Sem 1	ADVE1009	Marketing Presentation Skills (ODE) *Online equivalent for ADVE2005* *Students wishing to take ADVE2005 – this course runs in-person in the Fall semester. We have listed ADVE1009 as an online alternative.*	Summer 2028	Y
Sem 3	ADVE2013	Account & Project Management *(prerequisite: MKTG1000)*	Fall 2028	
Sem 3	MKTG2041	Applied Digital Marketing and Analytics *(prerequisite: MKTG1017 or MKTG2045)*	Fall 2028	
Sem 2	ADVE2020	Social Media Strategy	Winter 2029	
Sem 4	MKTG2039	Strategic Marketing and Professional Practice *(prerequisite: MKTG1018)*	Winter 2029	
Sem 1	MATH1002	Mathematics of Finance	Summer 2029	Y
Sem 2	MKTG2045	Digital Marketing (ODE) *(prerequisite: MKTG1000)* *Online equivalent for MKTG1017* *Students wishing to take MKTG1017 – this course runs in-person in the Winter semester. We have listed MKTG1017 as an online alternative.*	Summer 2029	Y
Sem 3	OPTION	Option course	Fall 2029	Y
Sem 4	MKTG1022	Personal Selling (ODE) *Online equivalent for MKTG1003* *Students wishing to take MKTG1003 – this course runs in-person in the Winter semester. We have listed MKTG1022 as an online alternative.*	Fall 2029	Y
Sem 4	MKTG2046	Marketing Technology *(prerequisite: MKTG1017 or MKTG2045)*	Winter 2030	
Sem 4	OPTION	Option course	Winter 2030	
Sem 2	GNEDxxxx	General Education	Summer 2030	Y
Sem 4	COMM2xxx	Communications Course – 2nd level course	Summer 2030	Y
Sem 3	GNEDxxxx	General Education	Fall 2030	Y
Sem 4	GNEDxxxx	General Education	Fall 2030	Y

**** Note – courses schedule subject to change ****

Program Option Courses

ADVE1008	Media Planning
ADVE2004	Public Relations
ADVE2024	Digital Video and Content Creation *(prerequisite: MKTG1000 and ADVE1007)*
ENTR1002	Introduction to Entrepreneurship (online delivery)
MKTG2031	Sport Marketing and Sponsorship *(prerequisite: MKTG1000)*