

Part-time Program Delivery Schedule
Business – Marketing Diploma (BMKN)
Ontario College Diploma
Fall 2026 intake

Graduation requirements: 19 Program Courses, 2 Communications Courses, 3 General Education Courses

Recommended Course Sequence – 2 courses per semester				
Semester	Course Code	Course Name	Term	Available Online
Sem 1	MKTG1000	Introduction to Marketing	Fall 2026	Y
Sem 1	COMP1003	Microcomputer Applications	Fall 2026	Y
Sem 1	COMM1016	Communications Essentials	Winter 2027	Y
Sem 2	ADVE1007	Graphic Design Fundamentals	Winter 2027	
Sem 1	ACCT1000	Financial Accounting Principles 1	Summer 2027	Y
Sem 1	BUSI 1001	Organizational Behaviour	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	ADVE2005	Professional Presentation Skills	Winter 2028	Y
Sem 2	MKTG1018	Strategic Marketing Planning (prerequisite: MKTG1000)	Winter 2028	
Sem 1	MATH1002	Mathematics of Finance	Summer 2028	Y
Sem 2	MKTG1017	Digital Marketing and Analytics (prerequisite: MKTG1000)	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 2	GNEDxxxx	General Education	Summer 2029	Y
Sem 3	GNEDxxxx	General Education	Summer 2029	Y
Sem 3	OPTION	Option course	Fall 2029	Y
Sem 4	COMM2xxx	Communications Course – 2nd level course	Fall 2029	Y
Sem 4	GNEDxxxx	General Education	Fall 2029	Y
Sem 4	MKTG2046	Marketing Technology (prerequisite: MKTG1017 or MKTG2045)	Winter 2030	
Sem 4	OPTION	Option course	Winter 2030	Y
Sem 4	MKTG 1003	Principles of Sales	Winter 2030	Y

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

Registration opens August 17th

Program Option Courses

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

Questions?

Business – Marketing Diploma Coordinator

Lisa Pearson

Lisa.pearson@georgiancollege.ca

Part-time Studies Manager

Jenny Wilcox

Jenny.wilcox@georgiancollege.ca