Business - Marketing (BMKN)
Ontario College Diploma

PART-TIME

Frequently Asked Questions

When can I start the program?
Intakes: September, January, May

Do I need to apply?
Part-time students do not go through an application process for this program.
In order to register into courses, you will need a Georgian College student number and the major BKMN. Declaring a major allows you to take all courses under that major.

Please review this document as there are instructions on how to get started on page 4.

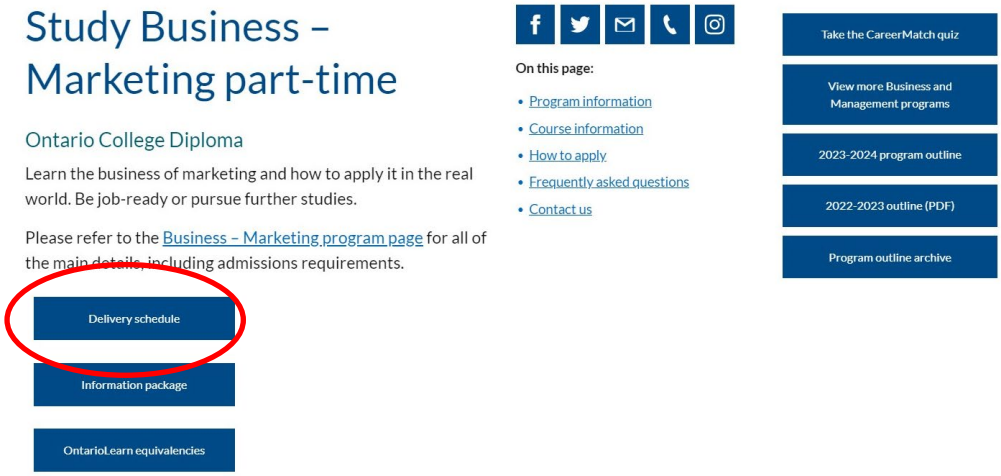
How many courses do I take?
Full program details can be viewed on the Program Outline.

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

Can I take this program online?
In the Delivery Schedule document you will find a listing of the courses in the program showing when courses are offered online. NOT ALL COURES can be completed online. Please refer to the schedule to view the courses that are not offered online at this time.

How do I know which courses to take?

We have set a schedule up for you – review the In-class delivery schedule posted on the program page:



What is the cost of the program?

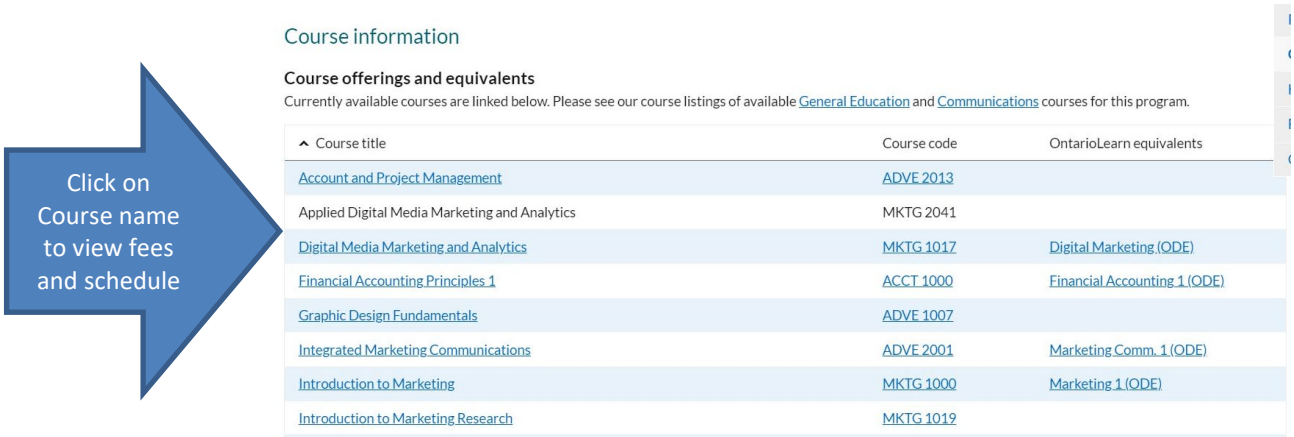
There is no program fee for part-time students in this certificate program.

Part-time students pay per course, as they register.

Part-time students can take a maximum of 3 courses per semester in this program. (You have the option of 1, 2 or 3 courses in any semester.)

The course fees change year-to-year and course to course. The best source for accurate fees is to check the Business – Marketing webpage.

See screenshot below.



Each course listed links to course sections with fees:

NOTE: courses in this program only show on the website during the part-time (add/drop) registration period which is open 2 weeks before the semester start date.

Digital Media Marketing

MKTG 1017

Course description

In this course, students learn how to develop and implement an online marketing presence for business-to-business (B2B) and business-to-consumer (B2C) environments. Students focus on applying strategic and creative digital media marketing principles, such as interactive media, search engine optimization, and web design principles to create a complete range of effective media marketing. To effectively measure the success of their digital media campaign, students explore a range of analytical and measurement techniques and use the most effective strategies to analyze their website development and media success.

Credits
3

Course Hours
42

Prerequisites
Post Secondary level **MKTG 1000** Introduction to Marketing Minimum Grade of 50

Students registering for credit courses for the first time must declare a program at the point of registration. Declaring a program does not necessarily mean students must complete a program, individual courses may be taken for skill improvement and upgrading.

For more information, please contact Continuing Education

Available Courses

Unless stated, the course fee does NOT include the textbook(s). Not all courses have required textbooks. See registration dates for courses that are not yet open.

Digital Marketing - MKTG 1017
Tuesday, Sept. 5, 2023

DIGITAL MARKETING - MKTG 1017

Fee: $344.4

Course registration number: 12433

Start: Tuesday, Sept. 5, 2023
End: Friday, Dec. 15, 2023

Class times

Days	Times	Building - Room
Tuesday	10:00 a.m. to 12:50 p.m.	H - 208

Campus: Barrie

Add to cart

The fees for Communications and General Education courses vary. View the course listing for Communications and General Education.

Why do some courses have (ODE) in the name?

These courses are offered through OntarioLearn. You can find more information about OntarioLearn in the OntarioLearn FAQ.

OntarioLearn courses are set up as equivalents to the program courses. You can choose to take the ODE courses or the Georgian program courses.

How long will it take to complete the diploma?

This varies depending on how many courses you take each semester. Total courses: 24

3 courses per semester: finish in 8 semesters (2.5 years)
Example: Fall-Winter-Summer- Fall-Winter-Summer- Fall-Winter

2 courses per semester: finish in 12 semesters or 4 years
Example: Fall-Winter-Summer- Fall-Winter-Summer- Fall-Winter-Summer- Fall-Winter-Summer

What happens if I cannot take any courses one semester due to other commitments/circumstances?

You do not have to report or confirm the number of courses you take each semester – this is up to you and you can change the number of courses you take from semester to semester.
For example, you can start with 2 courses, then take 3 courses, then take 2 courses, etc. Remember that if you are not able to maintain a minimum 2 courses per semester, it will delay your timeline to completion.

You can take one semester off per year from taking courses if required. If you need an extended time away, please connect with us to discuss.

Can I transfer credits/use prior learning to fast track?
If you have significant work experience you can review our PLAR opportunities: https://www.georgiancollege.ca/admissions/credit-transfer/

If you have taken post-secondary at another institution, you may be eligible for credit transfer and/or prior learning recognition (for example, Communications and General Education courses).

If you have taken courses at Georgian in the past and they qualify for this program, they will automatically apply to your credential. You will see these courses in MyPath.

Are part-time students eligible for OSAP?
Part-time students MAY be eligible – this is individual and based usually on number of courses you take per semester. For more information, visit our Financial Aid page:

https://www.georgiancollege.ca/finance-and-fees/osap-financial-aid/

I'm ready to get started in this program. What are my next steps?

Step 1: Pre-registration – getting set up as a student
This program does not require part-time students to go through the application process.

You will need a Georgian College student number and the major BMKN in order to register into courses.

Create your student number online: Student Number

Students taking this program must declare a Major. Majors are assigned through the Registrar's Office – please email registrar@georgiancollege.ca with "**Declare a major BMKN**" in the subject line. Include your student number with this request.

Students can also call 705-722-1511 to declare a major.

Once you have your student number, your major (BMKN), and your login information, you can plan for course registration.

Step 2: Plan your courses
Prior to registering, review the Delivery schedule found on the website to choose the courses you need to take.

Step 3: Registration
There are two ways you can register:

1. **Web Registration** – through the website – open year round
2. **Banner Registration** – you must log in to Banner – only available during part-time registration window (add/drop)

1. **Web Registration**
   On the Business – Marketing page:

   Click on the course name in the Current Course Offerings chart to view the course section details. (See above on page 3 for screenshots.)

   When you find the course you want to register for, click on Add to cart. You will then go through the payment process (this requires you to log in to Banner – ensure you have your login information!).

   Students registering through the Web can do so at any time once course sections are open.

   NOTE: courses in this program are only open for registration during the part-time credit registration period (or add/drop). See Important Dates for more information.

For Registration ASSISTANCE, contact the Registrar's Office
registrar@GeorgianCollege.ca
or call 705-722-1511

2. **Banner Registration**
   Part-time students can also register for courses in our student information system, Banner. In this system, you "add a course" to register. For information on Banner, logging in to Banner and adding courses in Banner, VIEW THIS DOCUMENT.

   TIPS:
   Step 3 for Part-time students: Select Term
   Step 4 for Part-time students: Choose Add/Drop/Withdraw from courses
   (View Recommended courses for term is ONLY for full-time students using Banner.)

   NOTE: courses in this program are only open for registration during the part-time credit registration period (or add/drop). See Important Dates for more information.

NOTES on registration:

- There is a 24 hour processing period once you register – this means you will not be able to access your course immediately after you register.

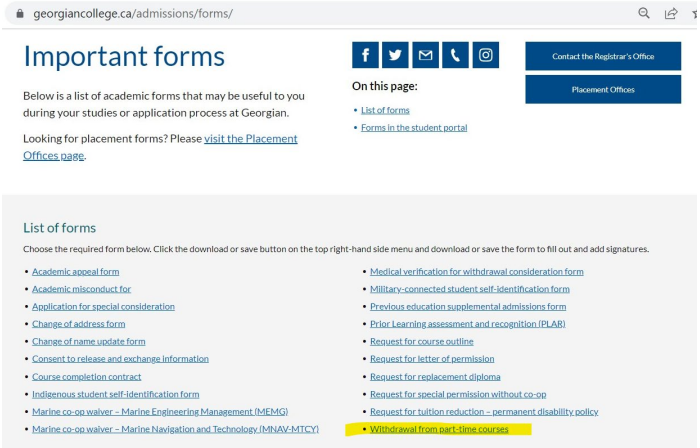
Why do some courses have (ODE) in the name?
These courses are offered through OntarioLearn. You can find more information about OntarioLearn in the OntarioLearn FAQ. All ODE courses are online asynchronous.

NOTE: registration for these courses is the same process as your program courses.
However, you access these courses differently. They will not be in your Georgian BlackBoard.
Once you are registered into an ODE course, you will receive login information via email from the OntarioLearn office.

WITHDRAWING FROM A COURSE

Part-time students can be registered into a maximum of 3 courses at any time.
If, for example, you register into 3 courses and decide to change one of your courses, you will need to withdraw from the course first. Once you are unregistered in the course (this can take up to 48 hours) you will be able to register into a new course.

How do I withdraw from a course?
Part-time students CANNOT drop a course through Banner. You must fill out a Withdrawal form and request to withdraw from the course through the Office of the Registrar. You can find the form on the website: https://www.georgiancollege.ca/admissions/forms/



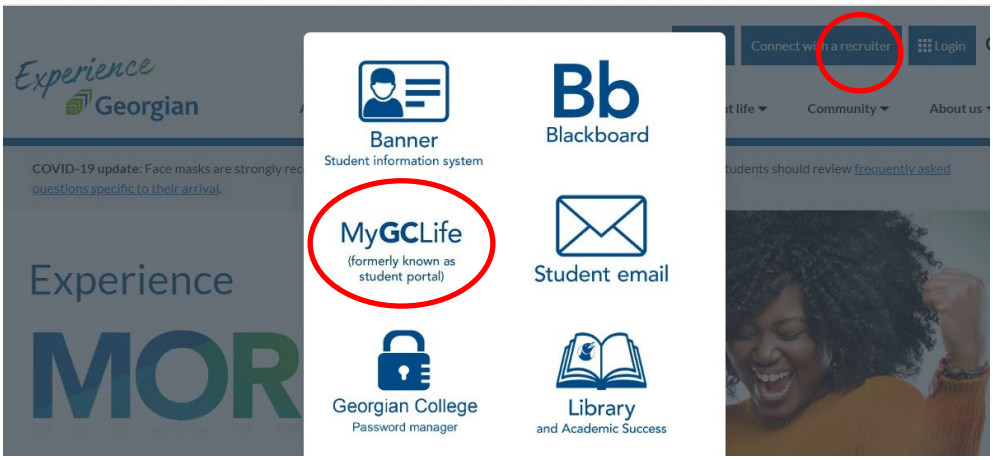
PLEASE NOTE: if you drop a course in Banner, it may seem like you have dropped the course but you have not been unregistered – please ensure you use the Withdrawal form.

How do I confirm I am registered? How can I view my account balance?
You can log in to Banner to view the courses you are registered into and to view your account balance.

How to I order textbooks?
Please email Tammy Burke-Marson for textbook ordering information.
Tammy.burke-marson@georgiancollege.ca

Logging in to Student Systems

For information on logging into Banner and other systems, please visit the **Student Portal.** You can access the student portal through MyGC Life. (Go to last page of this guide for information on the Student Portal.) You can find a link to the portal on the main webpage under Login:

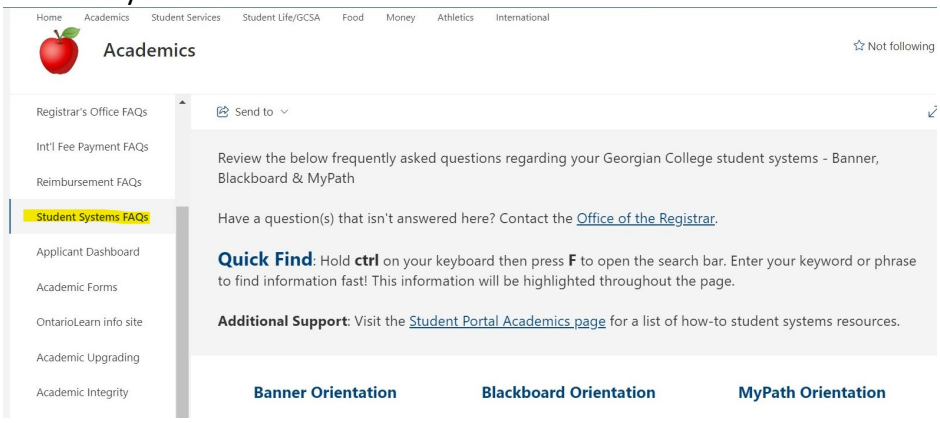


I'm registered into my courses, how do I access them?

All courses that are not (ODE) courses are accessed through Blackboard.

Reminder: you will receive instructions on how to access your ODE courses from the OntarioLearn office. This will go to your student email.

Review the above screenshot to view the Blackboard login site. Information on Blackboard can be found in the Student Portal. Take a moment to review the Banner/Blackboard and MyPath Orientations available to you:



Looking for assistance with our systems? See below

https://www.georgiancollege.ca/new-students/#systems

https://www.georgiancollege.ca/student-life/remote-learning-and-supports/#blackboard

https://www.georgiancollege.ca/student-life/remote-learning-and-supports/#ms-teams

Frequently Asked Questions

I need to withdraw from one or more courses – what are my options?

Students can withdraw from a course with a refund up until Day 10 of the semester.

If you decide after that date that you want to withdraw you can do so up until a certain date. There will be no refund, however, there is no academic penalty – your transcript will show WD.

All dates for the semester can be viewed on the website under Important Dates:
https://www.georgiancollege.ca/admissions/important-dates/

How do I view my grades?

Grades can be viewed in Banner and in MyPath.

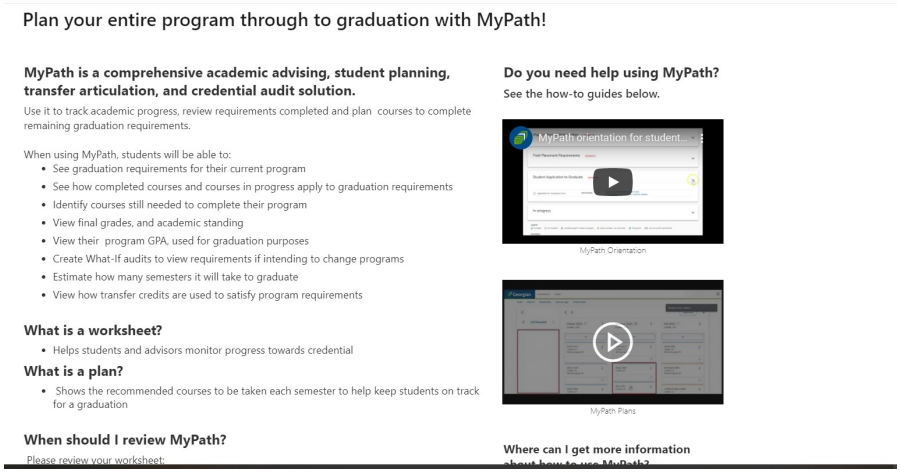
How do I track my progress through the program?

Track your progress/plan your courses you want to take using the Delivery Schedule.

You can also view your progress in **MyPath**. This is a useful tool where you can see which courses you have taken, your grades, and the courses you still need to graduate.

Any exemptions you apply for using PLAR or transfer credits will show here too.

MyPath can be accessed through the Student Portal. Below is a screen shot of what you will see regarding instructions for MyPath. It is optional to use MyPath but it can be a very useful tool to track your progress in your program.



You will not be able to view your records in MyPath until after you have registered into courses.

How do I graduate? How do I know I am meeting program requirements?
Full program details can be viewed on the Program Outline.

When you have successfully completed all of the program requirements, you can apply to graduate. All students must apply to graduate. You can do this in your last semester of taking courses.
View dates for Requesting to Graduate on our Important Dates webpage:
https://www.georgiancollege.ca/admissions/important-dates/

The process for How to Graduate can be found on our graduation page:
https://www.georgiancollege.ca/student-life/graduation/

Additional Information you may need

I took courses in a different program at Georgian – will my credits transfer into the Business – Marketing program?
In most cases, courses that are shared between different programs at Georgian will have the same course code and will automatically transfer once you register in a new program.
You will see these courses show up in MyPath.

I took courses at a different college or university – can I transfer credits?
Visit our Credit for Prior Learning page to learn more about your options.
https://www.georgiancollege.ca/admissions/credit-transfer/#transfer-in

The FAQs section for Credit Transfer are very helpful!
https://www.georgiancollege.ca/admissions/credit-transfer/credit-transfer-centre-faq/#transfer-credits

My GCLife / Student Portal – your student resource
You can find most answers on this site – if you have questions around academic regulations, registration, withdrawals, transcripts, etc. visit the portal to find the answers.

Keep in mind that this site is for both full-time and part-time students and some of the information does not apply to part-time students. If you have questions regarding information you find and you are not sure if it applies to you, please connect with your Part-time Studies Staff.

QUESTIONS? We are here to help!

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