Business - Marketing

Ontario College Diploma - Online Course Options

OntarioLearn is a collaboration of 24 Ontario community colleges who have partnered to develop and deliver asynchronous online courses. Students can register for Georgian courses **OR** the OntarioLearn equivalencies. Find the full list of OntarioLearn equivalencies here!

Use this resource to help you determine which courses in this program can be completed through OntarioLearn. Refer to your program outline for full program requirements.

http://cat.georgiancollege.ca/programs/bmkn/

Mandatory Courses (17)	**Prerequisite**	**OntarioLearn Course Equivalent**
Semester 1		
ADVE2005 Professional Presentation Skills	None	ADVE1009 Marketing Presentation Skill
BUSI1001 Introdution to Org. Behaviour	None	*No current OntarioLearn equivalency available*
COMP1003 Microcomputer Applications	None	COMP1065 Introduction to Computers 2
MATH1002 Mathematics of Finance	None	* *No current OntarioLearn equivalency available*
MKTG1000 Introduction to Marketing	None	MKTG1020 Marketing 1
Semester 2		
ACCT1000 Financial Accounting 1	None	ACCT1011 Financial Accounting 1
ADVE1007 Advertising Design Basics	None	*No current OntarioLearn equivalency available*
ADVE2020 Social Media Strategy	None	*No current OntarioLearn equivalency available*
MKTG1017 Digital Marketing	MKTG1000	MKTG2045 Digital Marketing
MKTG1018 Strategic Marketing Planning	MKTG1000	MKTG1021 – Marketing 2
Semester 3		
ADVE2001 Integrated Mktg Communications	MKTG1000	MKTG1023 Integrated Marketing Communications 1
ADVE2013 Account and Project Management	None	*No current OntarioLearn equivalency available*
MKTG1019 Intro to Marketing Research	None	*No current OntarioLearn equivalency available*
MKTG2041 Applied Digital Meda Marketing and Analytics	MKTG1017	*No current OntarioLearn equivalency available*

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Semester 4		
MKTG2039 Strategic Marketing Leadership	MKTG1018	*No current OntarioLearn equivalency available*
MKTG1003 Principles of Sales	None	MKTG1022 Personal Selling
MKTG2046 Marketing Technology	MKTG1017	*No current OntarioLearn equivalency available*
Program Option Courses (2)		
ADVE1008 Media Planning	None	*No current OntarioLearn equivalency available*
ADVE2004 Public Relations	None	*No current OntarioLearn equivalency available*
ADVE2024 Digital Video and Content Creation	ADVE1007 and MKTG1000	*No current OntarioLearn equivalency available*
ADVE2026 Ontario Colleges' Marketing Competition Prep.		*No current OntarioLearn equivalency available*
ENTR1002 Introduction to Entrepreneurship	None	ENTR1005 Entrepreneurship
MKTG2031 Sport Marketing and Sponsorship	MKTG1000	*No current OntarioLearn equivalency available*
Communications Courses (2)		
COMM1016 Communciation Essentials	None	COMM1024 Communications 1
COMM2017 Work Environment Communications	COMM1018, COMM1000, COMM1016, COMM9000, COMM1024	COMM2025 Communications 2
General Education Courses (3)		
GNED	None	GNED1046 Cults and Terrorism
GNED	None	GNED1050 Hockey Hall of Fame
GNED	None	GNED1051 Myths and Legends
GNED	None	GNED1053 What in the World is Going On
GNED	None	GNED1057 Astronomy
GNED	None	GNED1058 Growing up Digital
GNED	None	GNED1047 Environmental Citizenship
GNED	None	GNED1066 Personal Finance
GNED	None	GNED1067 Abnormal Psychology
GNED	None	PSYL1021 Psychology Introduction
GNED	None	SOCL1002 Sociology Introduction

*Online course available through Georgian's Blackboard

If you are viewing this document electronically, clicking on the course titles will direct you to the course listings on the Part-time Studies website where you can view course descriptions, fees, and availability.

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