

Marketing Management (MKMN) Ontario College Graduate Certificate

PART-TIME

Frequently Asked Questions

Do I need to apply?

Part-time students must apply to this program through ontariocolleges.ca
Use the code MKMO.

When can I start the program?

Intakes: September, January

How many courses do I take?

Full program details can be viewed on the [Program Outline](#).

Graduation requirements

12 Program Courses

What are the varying forms of delivery? Can I take this program online? Yes!

This program is delivered through GC Flex.

What is GC Flex?

A GC Flex course means faculty deliver lectures and labs in the classroom and simultaneously online.

You can choose to attend class:

- on campus, in person
- online at the same time (virtual class)
- online at your convenience – you choose when you want to watch the lectures – this is the asynchronous option

[View the GC Flex ebook](#)

How do I know which courses to take?

We have set a schedule up for you – review the DELIVERY SCHEDULE posted on the program page:
<https://www.georgiancollege.ca/academics/part-time-studies/programs/marketing-management-mkmn/>

Marketing Management

Program Code: MKMN
Credential: Ontario College Graduate Certificate

Contact us: coned@georgiancollege.ca

Program outline | **Delivery schedule** | Information package

How long will it take to complete the certificate?

This varies depending on how many courses you take each semester. Total courses: 14

3 courses per semester: finish in 5 semesters (just under 2 years)

Example: Fall – Winter – Summer – Fall – Winter

2 courses per semester: finish in 8 semesters or under 3 years

Example: Fall – Winter – Summer – Fall -Winter – Summer – Fall – Winter

What is the cost of the program?

There is no program fee when studying part-time.

As a part-time student, you can take 1, 2 or 3 courses at a time in any given semester.

Payment is per course, as you register.

The course fees change year-to-year and course to course. The best source for accurate fees is to check the website:

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Program Description
In this program, students gain the knowledge, skills, and attitudes they need to become marketing professionals who can effectively manage a range of tasks and functions within business-to-business (B2B) and business-to-consumer (B2C), not-for-profit, and government organizations. Using a broad range of analytical and creative approaches, students gain a wide understanding of marketing management fundamentals as they focus on concepts related to advertising, promotion, public relations, marketing research and data analytics, online/digital marketing, and international marketing management. As a result, students gain valuable insight into all aspects of marketing from an online, local, and international perspective.

Current Course Offerings

COURSE TITLE	COURSE CODE	ONTARIOLEARN EQUIVALENTS	MANDATORY
Advertising, Promotion, & PR	MKMN 1001		
Applied Marketing Research	MKMN 1004		

Click on Course name to view fees and schedule

NOTE: Fees for Fall 2023 will show on the website when registration opens mid-August, 2023.

Can I 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/>

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/>

QUESTIONS? We are here to help!

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