

Part-time Program Delivery Schedule Marketing Management (MKMN) Ontario College Graduate Certificate Winter 2025

Graduation Requirements: 14 Program Courses

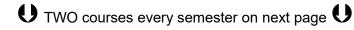
This program is delivered through GC Flex which means you can choose to take courses in-person on campus, online virtual classes or online asynchronous. For more information on GC Flex, refer to our <u>Information Package</u>.

Recommended Course Schedule – THREE courses per semester				
Semester	Course Code	Course Name	Term	
Sem 1	MKMN1012	Graphic Design	Winter 2025	
Sem 1	MKMN1014	Computer Applications for Database Marketing	Winter 2025	
Sem 1	MKMN1015	Database Marketing Strategies	Winter 2025	
Sem 2	MKMN1020	Ethics and Entrepreneurship	Summer 2025	
Sem 2	MKMN1021	Social Customer Relationship Management	Summer 2025	
Sem 2	MKMN1019	International Marketing Management	Summer 2025	
Sem 1	MKMN1017	Fundamentals of Economics and Finance	Fall 2025	
Sem 1	MKMN1016	Applied Marketing Research	Fall 2025	
Sem 1	GBMT1007	Project Management	Fall 2025	
Sem 2	MKMN1023	Direct and Interactive Marketing	Winter 2026	
Sem 2	MKMN1018	Data Analytics and Data Mining	Winter 2026	
Sem 1	MKMN1013	Advertising, Promotion, and Public Relations	Winter 2026	
Sem 2	BGMT1012	Training and Development for Business Leaders	Summer 2026	
Sem 2	MKMN1022	Marketing Management Capstone Project	Summer 2026	

Please note this schedule subject to change

Completion timeline

3 courses in most semesters – finish in under 2 years (5 semesters) Winter-Summer-Fall-Winter-Summer





Recommended Course Schedule – TWO courses per semester				
Semester	Course Code	Course Name	Term	
Sem 1	MKMN1012	Graphic Design	Winter 2025	
Sem 1	MKMN1014	Computer Applications for Database Marketing	Winter 2025	
Sem 2	MKMN1020	Ethics and Entrepreneurship	Summer 2025	
Sem 2	MKMN1021	Social Customer Relationship Management	Summer 2025	
Sem 1	MKMN1015	Database Marketing Strategies	Fall 2025	
Sem 1	MKMN1017	Fundamentals of Economics and Finance	Fall 2025	
Sem 1	GBMT1007	Project Management	Winter 2026	
Sem 2	MKMN1018	Data Analytics and Data Mining	Winter 2026	
Sem 2	MKMN1019	International Marketing Management	Summer 2026	
Sem 2	MKMN1023	Direct and Interactive Marketing	Summer 2026	
Sem 1	MKMN1013	Advertising, Promotion, and Public Relations	Fall 2026	
Sem 1	MKMN1016	Applied Marketing Research	Fall 2026	
Sem 2	BGMT1012	Training and Development for Business Leaders	Winter 2027	
Sem 2	MKMN1022	Marketing Management Capstone Project	Winter 2027	

Please note this schedule subject to change

Completion timeline 2 courses per semester – finish in under 2.5 years (7 semesters) Winter-Summer -Fall-Winter-Summer-Fall-Winter

Questions?

Marketing Management Coordinator Mike Muxlow <u>Michael.Muxlow@GeorgianCollege.ca</u> Part-time Studies Manager Jenny Wilcox Jenny.wilcox@georgiancollege.ca