

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 [Information Package](#).



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

 TWO courses every semester on next page 

Recommended Course Schedule – TWO courses per semester			
Semester	Course Code	Course Name	Term
Sem 1	MKMN1012	Graphic Design	Winter 2025
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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?

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