

Marketing and Management Diploma

Full-time or part-time

Starts September and January

Fees, entire program: \$6,135

Two years

Prince George; individual courses may also be available at other campuses

Careers

Thousands of organizations provide career opportunities in marketing. Examples include manufacturing, retailing, wholesaling, service marketing, non-profit organization marketing, government, and international marketing.

This program prepares you for management trainee and specialist positions in areas such as:

- Sales
- Advertising
- Marketing research
- Purchasing
- Product/brand management
- Physical distribution
- Public relations

Admission requirements

Successful completion of one of the following:

- Grade 12 (with English 12 or English 12: First Peoples, Communications 12, or Technical and Professional Communications 12) **and** Principles of Math 11 or Applications of Math 11 or Foundations of Math 11 or Pre-calculus 11 or Math 044 or 045
- Adult Graduation Diploma (formerly Adult Dogwood) with Math 044 or Math 045
- GED Certificate with English 12 or English 050 and Math 044 or Math 045
- Mature student status with English 12 or English 050 and Math 044 or Math 045 or equivalent, as demonstrated on SRA

Note 1: ECON 201, ECON 202, FIN 257 and MATH 157 require higher level math skills. Students without Math 12 (or equivalent) are required to take MATH 145.

Note 2: Essentials of Math 11 does not fulfill the admission requirements.

Program outline

Required 100-level courses

ACC 151	Accounting I
ACC 152	Accounting II
CIS 165	Business Information Systems

Either:

ENGL 103 Composition and Style (see Note 1)

or

ENGL 195 Effective Communications I (see Note 1)

Either:

MATH 145 Math for Business

or

Elective (see Note 2)

MATH 157 Business Statistics

MGT 154 Applied Human Relations

MKT 152 Principles of Marketing

Required 200-level courses

ACC 255 Management Accounting I

ECON 201 Principles of Economics — Microeconomics

MGT 255 Small Business Development

MKT 251 Marketing Theory and Applications

MKT 266 Promotion

MKT 271 Consumer Behaviour

MKT 272 Marketing Research Methods

MKT 276 Retailing and Merchandising

MKT 281 Personal Selling

MKT 285 Internet Marketing

Electives (choose 2 additional courses)

Either:

ENGL 196 Effective Communications II (see Note 1)

or

ENGL 229 Professional Business and Technical Communication (see Note 1)

LAW 294 Business Law

MGT 254 Applied Group and Leadership Skills

Note 1: ENGL 195 and 196 are applied courses best suited for diploma students. Students transferring to university should take ENGL 103 and 229.

Note 2: Students without Math 12 or equivalent must take MATH 145. Students with Math 12 who are transferring to university should take instead one of the math electives listed above.

Course completion

Courses must be completed no more than 10 years prior to the date of graduation in order to count toward the Marketing and Management Diploma.

This policy applies to CNC courses and to all courses transferred from other post-secondary institutions for credit at CNC. Courses more than 10 years old may be considered for unassigned credit. Students should contact the Dean to discuss this option.

Note: Professional certification or accreditation bodies and receiving institutions may have different criteria.

You might also be interested in . . .

- Accounting and Finance Diploma
- Business Administration Certificate
- Management Diploma

Important dates

For the Prince George campus only; contact other campuses for their dates.

Fall term

- Classes: September 2 – December 12, 2014 (exams period: December 4 – 12)

Spring term

- Classes: January 5 – April 29, 2015 (exams period: April 21 – 29)
- Study break: February 16 – 27, 2015

Courses

ACC 151 BUS Accounting I

This course is a study of the fundamental concepts and techniques of the accounting process in proprietorships and corporations. Students are taken through the accounting cycle. Topics include the balance sheet equation, journals, adjusting entries, financial statement preparation, and closing entries. Current and capital assets are studied in detail. Topics include cash, receivables, inventories, and acquisition, amortization, and disposal of capital assets. 3 CR / (4,0)

ACC 152 BUS Accounting II

A continuation of the introduction to fundamental accounting concepts and techniques. Topics include partnership and corporation accounting, investments and shareholders' equity. The cash flow statement is studied, and financial analysis is introduced. The computer lab component

provides an introduction to electronic spreadsheet software and computerized accounting software.

Prerequisite: ACC 151

3 CR / (3,1.5)

ACC 255 BUS Management Accounting I

This course is an introduction to managerial accounting. Emphasis is placed on cost for planning and control. Some of the topics include cost terms and classifications, job-order costing, process costing, activity-based costing, cost behaviours, and cost-volume-profit relationships. The computer lab component utilizes spreadsheet software.

Note: Students using COM 204 as a prerequisite must have spreadsheet experience

Prerequisite: ACC 152 or COM 204

3 CR / (3,1.5)

CIS 165 BUS Business Information Systems

Students examine the evolving conceptual framework of business information systems, the application of information system processes supporting current and emerging business strategies, and the development of new business information systems. Through selective hands-on processes, students acquire skills required to support the problem-solving processes involved in business information system development, acquisition and implementation. Students will demonstrate proficiency in emerging cross-platform, web-based processes in addition to traditional office applications. The term project will result in an integration of the conceptual framework of management information systems with the challenge of systems development. Interdisciplinary discussions will prepare the student for further studies within core specialties within the business sectors.

3 CR / (3,3)

ECON 201 UT/BUS Principles of Economics— Microeconomics

This course examines the market system's inner workings, characterized by supply and demand. Various market structures such as perfect competition and monopolies are studied. Time is spent looking at ways in which the market system "fails," leading to discussions about government's role, in certain circumstances, as a possible

replacement for the market system. By the end of this course, the student should have the ability to analyze the impact of events on the price and production of goods and services.

Prerequisite: One of Math 12 or Pre-calculus 12 or Foundations of Math 12 or MATH 044 (with a grade of "C+" or higher) or MATH 045 (with a grade of "C+" or higher) or MATH 100 or MATH 101 or MATH 145

3 CR / (3,0)

ENGL 103 UT Composition and Style

A study of grammar, composition, and style. A vigorous program of essay-writing plus a variety of writing assignments or exercises dealing with specific problems in essay-writing. Strongly recommended for students who wish to improve their writing skills.

3 CR / (3,0)

ENGL 195 BUS Effective Communications I

An introduction to principles and practices of written and oral communications as applied in current business and career contexts. Students learn effective writing and speaking strategies. Editing (grammar, style, and presentation) skills are learned in a variety of business contexts: e-mail, web analysis and summary, memos, letters, proposals, resumés, interviews, and instructional and persuasive talks.

3 CR / (3,0)

ENGL 196 BUS Effective Communications II

A research course for business and technical students. With a focus on team development, students learn research methods (topic selection, annotated bibliography, research question development) as well as report writing and presentation strategies. Students refine grammar, style, and presentation strategies.

Prerequisite: ENGL 195

3 CR / (3,0)

ENGL 229 UT Professional Business and Technical Communication

This course includes both the theory and practice of writing for the workplace. Students will first learn the rules and guidelines of professional communication and then moves beyond them, investigating the underlying theory, ethics and social

factors that contribute to the challenges of work writing. This course introduces strategies for communicating effectively to a variety of audiences in a variety of workplace genres. Students work both individually and in collaboration, completing both written and oral projects that are relevant to their professional goals and the requirements of the business, technical, and professional communities.

Prerequisites: Two of ENGL 101, 102, 103, 104, 106, 107, or their equivalent

Note: Natural Resource and Environmental Technology (NRES) students will be admitted with successful completion of ENGL 103 and completion of all first-year courses. Business Program students will be admitted with successful completion of ACC 151, CIS 165, ENGL 103, MGT 154, MKT 152, and one of ECON 101 or ECON 201.

3 CR / (3,0)

LAW 294 **BUS** **Business Law**

This course introduces students to fundamental legal concepts, principles, and issues that are relevant to Canadian business. It also promotes an understanding of how these legal concepts and issues are applied to specific problems in business. Topics include an introduction to the Canadian legal system, the law of torts, and the law of contract. An in-depth investigation is then made in specific areas of contract and business law, including sale of goods contracts, employment contracts, the law of agency, corporations, secured transactions, the law of real property and mortgages, and negotiable instruments.

3 CR / (3,0)

MATH 101 **UT** **Calculus I**

This course is the first half of a two-semester introductory calculus sequence. Topics covered in the course are the concepts, techniques, and applications of differentiation and an introduction to integration. Together with MATH 102 this course satisfies the first-year mathematics requirement in all university transfer science and applied science programs.

Note: Persons with a "C+" grade or less in Math 12 or MATH 050 will be registered in MATH 100.

Prerequisite: Pre-calculus 12 or MATH 100 or MATH 050 or equivalent

3 CR / (4,0)

MATH 145 **BUS** **Math for Business**

This course introduces students to the principle and practices of mathematics with applications to business. The course covers the mathematical interpretation of fundamental business, economic and financial concepts with application to managerial decision making.

Prerequisite: SRA with a score at the midpoint cutoff or higher.

3 CR / (3,0)

MATH 157 **BUS** **Business Statistics**

This course introduces the student to basic statistical methods. Topics include descriptive statistics, probability, estimation, hypothesis testing, charting, and linear regression. Applications to business are stressed.

Prerequisite: Math 12 or Pre-calculus 12 or Foundations of Math 12 or MATH 044 (with a grade of "C+" or higher) or MATH 045 (with a grade of "C+" or higher) or MATH 100 or MATH 101 or MATH 145

3 CR / (3,0)

MATH 165 **UT** **Calculus for Non-Science Majors**

The topics covered in this course are the basic concepts and techniques of differential and integral calculus, with emphasis on applications of interest to students not majoring in mathematical sciences.

Prerequisite: Foundations of Math 12 or Pre-calculus 12 or MATH 050, or equivalent

3 CR / (4,0)

MGT 154 **BUS** **Applied Human Relations**

This course focuses on the personal management and interpersonal communication skills that contribute to success in the business world. Areas covered include personal management and interpersonal communication development skills. Classroom participation and discussion are a necessary part of this course.

3 CR / (2,2)

MGT 254 **BUS** **Applied Group and Leadership Skills**

Teamwork is a vital part of organizational life. Participating effectively in teams and groups requires the ability to understand

how groups develop and to understand our own personal style, the styles of others, and how these impact the development of a group. Effective teams and groups require effective leaders. Students are introduced to different leadership styles and discover their personal leadership profile. Areas covered include stages of group development, functional leadership, motivation, lines of communication, conflict resolution, and managing change. As this is an applied skills course, students are given the opportunity to participate in and analyze a group experience for the semester.

Prerequisite: ACC 151, CIS 152 or 165, MATH 157, MGT 154, MKT 152 and one of MATH 145 or ECON 101 or ECON 201

3 CR / (2,2)

MGT 255 **BUS** **Small Business Development**

This course provides students with the knowledge required in starting up and successfully operating a small business. Topics include business structures, location and market assessment considerations, business plans and methods of financing, government obligations, franchising, strategic planning and control. Case studies and simulations are used in the course. It may be helpful to consider taking MGT 254 concurrently with this course for the group component.

Prerequisite: ACC 151, CIS 152 or 165, MATH 157, MGT 154, MKT 152 and one of MATH 145 or ECON 101 or ECON 201

3 CR / (2,2)

MKT 251 **BUS** **Marketing Management Theory and Applications**

This course presents the analysis of marketing management as it relates to marketing opportunities, marketing planning, and product strategy. The decision-making responsibilities of the marketing manager are examined with particular emphasis on market research, demand analysis, cost analysis, and market planning and development. Case studies and computer-based simulations are used extensively throughout the course.

Prerequisite: MKT 152

3 CR / (3,2)

MKT 152 **BUS** **Principles of Marketing**

This course is an introduction to marketing activities in modern business firms. The

major topics covered are target markets and segmentation, consumer behaviour, research and information systems, and the marketing mix. Throughout the course, emphasis is on the application of concepts and perspectives to current business problems and opportunities, through case studies and projects.

3 CR / (3,0)

MKT 266 **Promotion** **BUS**

This course focuses on planning a media campaign. The four elements of promotion (personal selling, advertising, publicity, and sales promotions) will be examined separately, and in relation to each other, from the marketing manager's point of view. Special attention will be given to forms of promotion, such as special events.

Prerequisite: MKT 152

3 CR / (3,0)

MKT 271 **Consumer Behaviour** **BUS**

A study of the various influences affecting the consumer in the purchasing process. Economic and demographic factors will be among the many considerations examined. The consumer decision-making process and its implication on a company's market research design, data collection, and interpretation process will be covered.

Prerequisite: MKT 152

3 CR / (3,0)

MKT 272 **Marketing Research Methods** **BUS**

This is an introductory course in marketing research. Topics include research design, data collection, sampling, and data analysis. The class will carry out a marketing research project, beginning with a problem analysis, and leading to a final research report.

Prerequisites: MATH 157, MKT 152

3 CR / (3,2)

MKT 276 **Retailing and Merchandising** **BUS**

This course examines the field of retailing, with particular emphasis on the application of marketing concepts, approaches, and methods. Topics include: understanding retail target markets, buying, merchandising and promoting for retail markets, creation of

an exciting retail environment, and financial management.

Prerequisite: MKT 152

3 CR / (3,0)

MKT 281 **Personal Selling** **BUS**

An introduction to personal selling. A practical course emphasizing role playing, case studies, and write-ups as a means to developing selling skills. Subject areas include communications principles, buyer behaviour, prospecting potential customers, sales presentations, overcoming objections, and closing the sale.

Prerequisite: MKT 152

3 CR / (3,0)

MKT 285 **Internet Marketing** **BUS**

This introduction to Internet marketing concepts and strategies examines the strategic and tactical marketing principles needed for successful online business development. Topics include principles of Internet and participation marketing, Internet marketing strategies such as one-to-one, permission and viral marketing, online customer behaviour and market research, online competitive analysis, resource and funding requirements, interactive marketing communications, online advertising and promotional strategies, and Internet publishing.

Prerequisites: CIS 165 and MKT 152

3 CR / (2,2)

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