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Marketing Management

Ontario Graduate Certificate

Program Code: 02241

Campus: Lakeshore, IGS, Online

Length: 3 semesters

Humber's Marketing Management graduate certificate program is a comprehensive program covering a wide range of topics relevant to the marketing industry.

You will receive advanced training in a number of transferable skills that employers are looking for in their new hires including creative problem-solving, communication, and teamwork.

Get hands-on industry experience in the industry with a 160-hour (minimum) field experience that will give you the opportunity to apply your learning in a real-world setting.

Courses

Semester 1

ACCT 5550:

BISM 5010:

MKTG 5007:

MKTG 5009:

RSMT 5010:

WORK 5050:

Semester 2

BUS 5023:

BUS 5505:

MKTG 5506:

MKTG 5510:

MKTG 5515:

MKTG 5519:

Semester 3

WORK 5512:

Admission Requirements

Admission selection is based on the following 3 requirements:

. Academic

To be eligible for admission, you must possess the following:

A bachelor's degree, advanced diploma or equivalent

Mature Applicants

Diplomas and Certificates

An applicant is considered a mature applicant if they have not completed secondary school or other postsecondary school, and wish to pursue a degree or diploma.

Degrees

An applicant is considered a mature applicant if they have not completed secondary school or attended postsecondary studies, and wish to pursue a degree or diploma.

College Transfer Applicants

Diplomas and Certificates

An applicant is considered a college transfer applicant if they have completed some or all of a college-level credential. Humber may accept credit for up to 60 hours of college-level work.

Degrees

An applicant is considered a college transfer applicant if they have completed some or all of a college-level credential. Humber may accept credit for up to 60 hours of college-level work.

University Transfer Applicants

Diplomas and Certificates

An applicant is considered a university transfer applicant if they have completed some or all of a university-level credential. Humber may accept credit for up to 60 hours of university-level work.

Degrees

An applicant is considered a university transfer applicant if they have completed some or all of a university-level credential. Humber may accept credit for up to 60 hours of university-level work.

. English Language Proficiency

All applicants whose first language is not English must meet Humber's English Language Proficiency Policy.

. International Credit Evaluation

Canadian citizens or permanent residents with international education are required to provide a credential evaluation. Note, for international students, a credential evaluation is required for all degrees and diplomas.

How to Apply

Applications are made through ontariocolleges.ca. See program page for details.

International Academic Equivalency

Admission equivalencies for Humber depend on your country of study. Please see admission requirements on the program page for more information.

Post-Admission Requirements

Once you have been accepted, and have confirmed your offer, you may need to complete a further set of requirements related to your program.

Software Requirements

Proficiency in the use of word processing, database and spreadsheet software.