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Business - Marketing

Diploma

Program Code: 02411

Campus: North

Length: 4 semesters

Humber's Marketing Diploma program is designed to introduce and equip you with the necessary skills, knowledge and experience.

The dynamic world of marketing comes to life in our classrooms through a unique and diverse range of courses in everything from

Additionally, the program will provide and support you with various opportunities to apply the theory of the learnings through a mix

Practise your new skills in the real world with an 84-hour business field experience in Semester 4. Students find their own field exp

Courses

Semester 1

BISM 100: PC Business Essentials

BMGT 100: Introduction to Business

BMTH 120: Mathematics of Finance

GNED 101: An Introduction to Arts and Sciences

MKTG 111: Marketing Fundamentals

WRIT 100: College Reading and Writing Skills

Semester 2

BACC 152: Financial Accounting 1

BECN 150: Microeconomics (Business)

BLAW 150: Business Law

BMGT 152: Principles of Management

MKTG 150: Consumer Services

WRIT 200: Workplace Writing Skills

Semester 3

MKTG 202: Marketing & Media Communications

MKTG 203: Marketing Research & Analytics

MKTG 204: Professional Selling

MKTG 207: CRM & Targeted Marketing

MKTG 208: Creative Design Applications

Select 1 from the following courses

GNED: General Elective

Semester 4

MKTG 205: Retailing Management

MKTG 251: Digital & Social Media Marketing

MKTG 254: Small Business Planning

MKTG 255: Strategic Marketing

MKTG 260: Field Experience - Business Marketing

Select 1 from the following courses

GNED: General Elective

Admission Requirements

Admission selection is based on the following 3 requirements:

. Academic

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

Ontario Secondary School Diploma (OSSD) or equivalent including these required courses:

Grade 12 English (ENG4C or ENG4U or equivalent)

Grade 12 Mathematics (MAP4C, MCT4C, MDM4U, MCB4U, MGA4U, MCV4U or MHF4U) or Grade 11 U or M Mathematics (MCP

Two Grade 11 or Grade 12 C, M or U courses in addition to those listed above

or

Mature student status

or

College or university transfer status

Mature Applicants

Diplomas and Certificates

An applicant is considered a mature applicant if they have not completed secondary school or other postsecondary school, and wi

Degrees

An applicant is considered a mature applicant if they have not completed secondary school or attended postsecondary studies.