

Marketing Management: Diploma

Faculty of Business	
kwantlen.ca/business	
IMPLEMENTATION DATE	START DATE(S)
01-Sep-2011	September January May
ADMISSION TYPE	ENROLMENT TYPE
Open admission	Open access
PROGRAM TYPE	CREDENTIAL GRANTED
Undergraduate	Diploma
OFFERED AT	FORMAT
Langley Richmond Surrey	Full-time Part-time Co-op
HOW TO APPLY	
www.kwantlen.ca/admission	

DESCRIPTION

Marketing emphasizes competitive advantages of for-profit and not-for-profit organizations and examines the inter-relationships that exist among their customers or members, the competition, and internal resources. A key part of marketing consists of gaining insights into customer needs and then developing effective marketing strategies.

The Marketing Management Diploma is a comprehensive program designed to give you a solid, general foundation in this exciting field. First the emphasis is on basic business knowledge and skills then students explore intensively the discipline of Marketing, with emphasis on the job skills and experience that business demands. Projects with local businesses and organizations are also included to offer students real world experience.

Graduates of this program (with a minimum grade point average of 2.7 and a C+ or higher in Accounting and Statistics) are eligible for direct entry into the third year of Kwantlen's Bachelor of Business Administration degrees in Entrepreneurial Leadership, Human Resources Management, and Marketing Management.

Certain courses in the program are also transferable to other post-secondary institutions. (Please refer to the BC Transfer Guide at www.bctransferguide.ca for specific transfer credit information).

CAREER OPPORTUNITIES

A marketing education is one of the best ways to prepare for a career in business or management. Virtually all businesses and organizations, profit and non-profit alike, apply marketing to advance their organizational goals. Graduates have a solid grounding in business basics and learn how to make a profit by ethically meeting people's needs with useful products and services.

With a Marketing Management Diploma, graduates are eligible for almost any entry-level business or management position. Such positions can lead to exciting careers in advertising, retailing,

customer relations, sales and sales management, marketing research or business management.

Kwantlen's most recent Graduate Survey indicates that the majority of marketing management graduates are employed or continuing with further education. Among these graduates, several have started their own successful businesses.

Positions held by recent Kwantlen Marketing Management Graduates include: Business Owner; Account Manager; Assistant Manager of Promotions; Restaurant Manager; RRSP Specialist; Marketing Representative; Customer Service Representative; Senior Operations Manager; Field Supervisor; and Sales Representative.

PROGRAM ADMISSION REQUIREMENTS

General university admission requirements apply to this program including the undergraduate-level English Proficiency Requirement.

Note: A first year level English course is a requirement of this program. Students wishing to complete the program without having to undertake any preparatory courses must enter with English 12 with a B grade (or the equivalent prerequisite). Please make an appointment with an Educational Advisor to plan your course selections accordingly.

CO-OPERATIVE EDUCATION

This diploma program is offered with a Co-operative Education option. Co-operative Education provides a student with paid, practical work experience that gives them an opportunity to apply the skills they are gaining through their education. Diploma students can complete two separate 4-month work semesters.

Co-operative Education is optional and selective. Students wishing to choose the Co-op option must register into COOP 1101 in conjunction with their first academic term courses. Prerequisites for the first Co-op work term (COOP 1110) are permission of the instructor as well as the completion of COOP 1101 and first year courses with a minimum grade point average.

Students must complete a minimum of 360 hours of work per work term and students must receive satisfactory performance evaluations from their employer(s).

The Co-operative Education designation requires successful completion of the following courses:

All of:

COOP 1101	Job Search Techniques	1 credit
COOP 2101	Leadership and the Job Search	1 credit
COOP 2301	Career Search	1 credit

And either:

COOP 1110	Co-op Work Semester 1	9 credits
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Or both:

COOP 1111	Co-op Work Semester 1	4.5 credits
COOP 1112	Co-op Work Semester 1	4.5 credits

And either:

COOP 2110	Co-op Work Semester 2	9 credits
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Or both:

COOP 2111 Co-op Work Semester 2 4.5 credits

COOP 2112 Co-op Work Semester 2 4.5 credits

The following qualifications must be met **prior to your first work term**:

- COOP 1101
- completion of first year courses with a minimum GPA of 3.0.
- Instructor permission

Students completing all the requirements of a Co-operative Education program will receive a Co-operative Education designation on their credential and transcript.

CONTENT

Core Requirements:

Students take 10 courses to provide grounding in the key areas of business and communication, including:

All of:

CBSY 1105 Introductory Microcomputer Applications 3 credits

MRKT 1199 Introduction to Marketing 3 credits

One of:

CBSY 2305 Advanced Microcomputer Applications* 3 credits

CBSY 2310 Advanced MS Office and Internet* 3 credits

Students must take at least one course from each of the following areas:

Accounting**

Applied Communications (CMNS 1140)

Business

Economics***

English

Mathematics****

Statistics*****

Notes:

* Only one of CBSY 2305 and CBSY 2310 may be used for credit.

** (ACCT 1130 or BUQU 1130) and (ACCT 1230 or BUQU 1230) do NOT count towards this requirement

*** ACCT 2293 (or ACCT 1110 and ACCT 1210) and ECON 1150 are recommended for students who intend to proceed into any Kwantlen BBA degree program after completing the diploma.

**** ACCT 1130 or BUQU 1130 Business Mathematics are the core business mathematics courses recommended for the program. Students may earn credits for only one of ACCT 1130 or BUQU 1130.

***** ACCT 1230 or BUQU 1230 Business Statistics are the core business statistics courses recommended for the program. Students may earn credits for only one of ACCT 1230 or BUQU 1230.

Marketing Management Requirements

In addition to core requirements, students take eight additional courses in marketing:

All of:

MRKT 1235 Small Business Essentials 3 credits

MRKT 1299 Consumer Behaviour 3 credits

MRKT 2333 Marketing Management I 3 credits

MRKT 2340 Marketing Research 3 credits

MRKT 2360 Selling and Sales Management* 3 credits

MRKT 2444 Marketing Management II 3 credits

And any two of:**

MRKT 2111 Introduction to e-marketing 3 credits

Any 2300-level MRKT course

Any 2400-level MRKT course

Notes:

* Students are required to participate in an actual sales project that counts towards part of their graded assessment.

** Students interested in pursuing a BBA in Marketing Management, should note that it is highly recommended they take MRKT 2111.

Electives

The remaining two courses are electives. Students must choose two courses from the list of approved Faculty of Business Liberal Education Electives or from the list of Economics courses and/or Applied Communications courses numbered 1100 or higher.

Note: Credit for ECON 1101 will not be granted if taken after ECON 1150 or ECON 1250.

For Graduation purposes only:

- credit will NOT be granted for ACCT 1110, if credit has been previously granted for ACCT 1210 or ACCT 2293
- credit will NOT be granted for both ACCT 1210 and ACCT 2293

Recommended Course Progression

All of:

ACCT 1110 Principles of Accounting I* 3 credits

ACCT 1130 Business Mathematics or BUQU 1130 Business Mathematics

ACCT 1230 Business Statistics or BUQU 1230 Business Statistics 3 credits

CBSY 1105 Introductory Microcomputer Applications 3 credits

CMNS 1140 Introduction to Professional Communication 3 credits

ECON 1150 Principles of Microeconomics 3 credits

ENGL 1100 Writing, Reading and Thinking 3 credits

MRKT 1199 Introduction to Marketing 3 credits

MRKT 1235	Small Business Essentials	3 credits
MRKT 1299	Consumer Behaviour	3 credits
MRKT 2333	Marketing Management I	3 credits
MRKT 2340	Marketing Research	3 credits
MRKT 2360	Selling and Sales Management	3 credits
MRKT 2444	Marketing Management II	3 credits

One of:

BUSI 1210	Essentials of Management	3 credits
BUSI 1215	Organizational Behaviour I	3 credits

One of:

CBSY 2305	Advanced Microcomputer Applications	3 credits
CBSY 2310	Advanced MS Office and Internet	3 credits

Two of:

MRKT 2111	E-Marketing	3 credits
MRKT 2321	Retail Management I	3 credits
MRKT 2401	Advertising	3 credits
MRKT 2430	Marketing Simulation	3 credits
MRKT 2455	International Marketing	3 credits

* **Note:** Students with strong skills may wish to take ACCT 2293 instead

Recommended Course Progression - Co-operative Education Mode

One of:

ACCT 1130	Business Mathematics*	3 credits
BUQU 1130	Business Mathematics*	3 credits

One of:

ACCT 1230	Business Statistics**	3 credits
BUQU 1230	Business Statistics**	3 credits

All of:

ACCT 1110	Principles of Accounting I***	3 credits
CBSY 1105	Introductory Microcomputer Applications	3 credits
CMNS 1140	Business and Technical Communication: Theory and Application	3 credits
COOP 1101	Job Search Techniques	3 credits
COOP 1110	Work Semester 1	3 credits
COOP 2110	Work Semester 2	3 credits
COOP 2101	Leadership and the Job Search	3 credits
COOP 2301	Career Search	3 credits
ECON 1150	Principles of Microeconomics	3 credits

ENGL 1100	Writing, Reading and Thinking: An Introduction	3 credits
MRKT 1199	Introduction to Marketing	3 credits
MRKT 1235	Small Business Essentials	3 credits
MRKT 1299	Consumer Behaviour	3 credits
MRKT 2333	Marketing Management I	3 credits
MRKT 2340	Marketing Research	3 credits
MRKT 2360	Selling and Sales Management	3 credits
MRKT 2444	Marketing Management II	3 credits

One of:

BUSI 1210	Essentials of Management	3 credits
BUSI 1215	Organizational Behaviour I	3 credits

One of:

CBSY 2305	Advanced Microcomputer Applications	3 credits
CBSY 2310	Advanced MS Office and Internet	3 credits

Two of:

MRKT 2111	E-Marketing	3 credits
MRKT 2401	Advertising	3 credits
MRKT 2321	Retail Management I	3 credits
MRKT 2430	Marketing Simulation	3 credits
MRKT 2455	International Marketing	3 credits

Notes:

* Students may earn credit for only one of ACCT 1130 or BUQU 1130.

** Students may earn credit for only one of ACCT 1230 or BUQU 1230.

*** Students with strong skills may wish to take ACCT 2293.

GRADUATION

Upon successful completion of this program, students are eligible to receive a **Diploma in Marketing Management**.

Upon successful completion of this program with co-operative education, students are eligible to receive a **Diploma in Marketing Management, Co-operative Education Option**.