

# Marketing: Certificate

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| <b>School of Business</b>        | kpu.ca/business               |
| <b>Program Type</b>              | Undergraduate                 |
| <b>Credential Granted</b>        | Certificate                   |
| <b>Offered At</b>                | Langley<br>Richmond<br>Surrey |
| <b>Start Date(s)</b>             | September<br>January<br>May   |
| <b>Intake Type</b>               | Open intake                   |
| <b>Format</b>                    | Full-time<br>Part-time        |
| <b>Instructional Cycle</b>       | Semester-based                |
| <b>Curriculum Effective Date</b> | 01-Sep-2012                   |
| <b>How to Apply</b>              | www.kpu.ca/admission          |

## DESCRIPTION

Students in the Marketing Certificate program will complete marketing courses followed by practical courses in sales and sales management, marketing management and small business management. In addition, they may choose specialized marketing courses in advertising, retailing, international marketing, selling and sales management, buyer behaviour, E-marketing, and marketing research as electives.

Due to prerequisite and course scheduling considerations careful course planning is required. Students should consult with an Educational Advisor when considering the Marketing Certificate. (The certificate may be completed in two semesters dependent on course offerings.)

## ADMISSION REQUIREMENTS

The Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, apply to this program.

## CURRICULAR REQUIREMENTS

Students must complete 30 credits that includes:

### All of:

|           |   |           |
|-----------|---|-----------|
| MRKT 1199 | Introduction to Marketing   | 3 credits |
| MRKT 1299 | Consumer Behaviour  | 3 credits |
| MRKT 2111 | Introduction to e-marketing                                       | 3 credits |
| MRKT 2333 | Marketing Management I  | 3 credits |
| MRKT 2340 | Marketing Research  | 3 credits |
| MRKT 2360 | Selling and Sales Management                                      | 3 credits |
| MRKT 2401 | Introduction to Integrated Marketing Communications - Advertising | 3 credits |

### One of:

|           |                                 |           |
|-----------|---------------------------------|-----------|
| MRKT 2235 | Small Business Entrepreneurship | 3 credits |
|-----------|---------------------------------|-----------|

|           |  |           |
|-----------|--|-----------|
| MRKT 2321 | Retail Management                        | 3 credits |
| MRKT 2421 | Retail Buying and Merchandise Management | 3 credits |
| MRKT 2444 | Marketing Management II                  | 3 credits |
| MRKT 2455 | International Marketing                  | 3 credits |

### One of:

|           |  |           |
|-----------|--|-----------|
| BUQU 1230 | Business Statistics                        | 3 credits |
| CRIM 2103 | Quantitative Data Analysis I               | 3 credits |
| MATH 1115 | Statistics I                               | 3 credits |
| MATH 2341 | Introduction to Statistics for Business    | 4 credits |
| PSYC 2300 | Applied Statistics                         | 3 credits |
| SOCI 2365 | Introduction to Social Research Statistics | 3 credits |

### One of:

|  |           |
|--|-----------|
| Course from either the list of approved Faculty of Business Liberal Education Electives or from the list of Economics courses numbered 1100 or higher and/or Applied Communications numbered 1100 or higher. | 3 credits |
|--|-----------|

## CREDENTIAL AWARDED

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