

Marketing Management: Diploma

School of Business	kpu.ca/business
Program Type	Undergraduate
Credential Granted	Diploma
Offered At	Langley Richmond Surrey
Start Date(s)	September January May
Intake Type	Open intake
Format	Full-time Part-time Co-op
Instructional Cycle	Semester-based
Curriculum Effective Date	01-Sep-2015
How to Apply	www.kpu.ca/admission

DESCRIPTION

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

Graduates of this program may also be eligible to continue their business study by pursuing a Bachelor of Business Administration (BBA) degree in Entrepreneurial Leadership, Human Resources Management, or Marketing Management.

Many of the courses required for the Marketing Management Diploma are requirements for these BBA degree programs.

Students wishing to progress into a BBA degree should consult with a School of Business advisor for course planning assistance.

ADMISSION REQUIREMENTS

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

DECLARATION REQUIREMENTS

Students intending to graduate with this School of Business diploma must declare the credential. At the time of declaration, the student must satisfy all of the following requirements:

- In good academic standing with the University
- Completion of a minimum of 15 credits of undergraduate coursework.

CURRICULAR REQUIREMENTS

Students must complete 60 credits that include the following. The diploma program with Co-operative Education requires an additional 19 credits of Co-op Education credits.

Business Foundation Courses

All of:

BUSI 1215	Organizational Behaviour	3 credits
BUSI 2390	Business Law	3 credits
BUSI 2405	Operations Management	3 credits
BUSI 2425	Enterprise Development and Business Planning	3 credits
MRKT 1199	Introduction to Marketing	3 credits

All of Group A or all of Group B:

Group A

ACCT 2293	Accelerated Introductory Financial Accounting	3 credits
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Group B

ACCT 1110	Introductory Financial Accounting I	3 credits
ACCT 1210	Introductory Financial Accounting II	3 credits

Note: Students who choose Group B may require more than 60 credits to graduate.

Marketing Courses

All of:

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

Two Electives:

Chosen from MRKT courses numbered 1100	6 credits or higher
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Breadth Education Courses

All of:

CMNS 1140	Introduction to Professional Communications	3 credits
ECON 1150	Principles of Microeconomics	3 credits
ENGL 1100	Introduction to University Writing	3 credits

One of:

BUQU 1130	Business Mathematics	3 credits
MATH 1120	Differential Calculus	3 credits
MATH 1130	Calculus for Life Sciences I	3 credits
MATH 1140	Calculus I (Business Applications)	3 credits

One of:

BUQU 1230	Business Statistics	3 credits
CRIM 2103	Quantitative Data Analysis I	3 credits
MATH 1115	Statistics 1	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

Two Electives:

Chosen from Courses numbered 1100 or higher in any area of study except ACCT, BUSI, ENTR, HRMT or MRKT.	6 credits
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designation and cannot be used to satisfy curricular requirements of the program.

Additional Requirements

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements.

CREDENTIAL AWARDED

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**.

CO-OPERATIVE EDUCATION

The Marketing Management diploma is offered with a Co-operative Education option. Co-operative Education gives a student the opportunity to apply the skills gained during academic study in paid, practical work experience semesters. Students can complete two work semesters while completing their diploma. Work terms generally occur full-time in separate 4 month work semesters but may also be available part-time over an 8 month continuous (parallel) placement. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

Declaration and Entrance Requirements

- Declaration of Co-op specialization into the Diploma in Marketing Management Program
- Minimum GPA of 2.7
- Maximum 30 credits completed

Work Term and Program Continuance Requirements

Procedures for enrolment in Co-operative Education work terms are outlined in the COOP course descriptions. Conditions for continuance in the program are:

- Completion of COOP 1101 prior to completing 30 credits
- Minimum GPA of 2.7
- Instructor Permission

Co-op Course Requirements

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

COOP 1101	Job Search Techniques	1 credit
COOP 1150	Co-op Work Semester 1	9 credits
COOP 2150	Co-op Work Semester 2	9 credits

Note: These COOP courses must be completed sequentially. COOP 1150 or 2150 may be taken part-time over two consecutive semesters as COOP 1150A/1150B, or COOP 2150A/2150B. COOP courses can only be used to satisfy the Co-op