

MARKETING



Hire The Best

Co-op students in our Marketing program have the skills to work in sales, direct response marketing, research, advertising and retail management. A combination of broad training and in-depth study of these specialty areas ensures that our students are prepared to strengthen the bond between your company and your customers.

Some Assignments Include

- Personal selling
- Sales support
- Market and sales research
- Merchandising support
- Product promotion
- Customer service

Program Outline



Sept. – Dec.	Jan. – April	May – Aug.	Sept. – Dec.	Jan. – April	May – Aug.	Sept. – Dec.	Jan. – April	May – Aug.	Sept. – Dec.
Semester 1	Semester 2	Vacation	Semester 3	Co-op Work Term 1	Semester 4	Co-op Work Term 2	Semester 5	Co-op Work Term 3	Semester 6
Critical Business Skills Introduction to Microcomputer Applications Software Introduction to Canadian and International Business Principles of Marketing Reading and Writing Prose	Organizational Behaviour Intermediate Microcomputer Applications Software Mathematics of Finance Operations Management Approaches to Literature		Accounting 1 – Financial Accounting Business Communications Practical Applications in Marketing Marketing Analysis Employment Preplacement General Education Elective		Accounting II – Managerial Accounting Business to Business Marketing International Marketing Customer Relationship Marketing Brand Planning		Retailing Professional Selling Marketing Research Integrated Marketing Communications General Education Elective		Industry Project Business Strategy Advanced Professional Selling Direct Marketing Developing a Business Plan

