

## Co-op Diploma in Marketing

(6 months of Academic Studies, 6 months of Co-op)

This Marketing program will provide you with extensive training in marketing research, international marketing, direct marketing campaigns, along with skills needed to be a professional marketer in today's competitive business environment. As a graduate of this program you will master key marketing skills like creativity, practical decision-making and clear, persuasive communication. This program includes a six-month business work experience in carefully selected local companies.

Prepare for your career by getting valuable Canadian work experience!

MANDATORY COURSES		Credits
BU 222	Marketing	6
BU 230	Services Marketing	6
BU 218,219,220	Business Management	6
BU 115	Social Media Marketing	2
COM 125-128	Business English	8
COM 201,211, 212	Business Communication	9
IT 104	MS Word	1
IT 105	MS Excel	3
IT 107	MS Powerpoint	1
		<hr/>
		42
BU 404	Co-op Term	
		<hr/>
		30
		<hr/>
		72

- Future courses are available and all courses are subject to change.
- See the course schedule sheet to make sure when courses are offered.
- Communication (COM) courses may be replaced with business electives subject to approval by the principal

**Minimum admission requirements:** High school completion or higher. Entrance test EPT 64 or better.  
 English proficiency test acceptable: TOEFL 510 or better, IELTS 5.0 or better