

Area of Interest: Business

Business - Marketing (Co-op and Non Co-op Version)

Ontario College Diploma

Program Code: 0214E01FWO

2 Years

Ottawa Campus

Our Program

Nurture your creative skillset to boost your career in marketing.

The two-year Business - Marketing Ontario College Diploma program provides learners with a strong theoretical marketing foundation and the opportunity to apply it through hands-on industry projects, assignments and simulation tools. You develop the knowledge and applied skills to succeed in a wide range of marketing and business roles. Additionally, you use computing technology in a collaborative learning environment to learn, develop and apply the technical skills that employers desire.

Learn about how marketing affects the operations of a business - from product conception to launch and delivery.

Explore concepts such as:

- marketing to the consumer and business marketplace
- product and pricing strategies
- marketing planning and decision-making
- global marketing
- marketing communications and promotions
- marketing research
- professional selling
- sales management
- digital marketing and distribution

Complete hands-on assignments that involve case studies, simulation platforms, research assessments and role-playing. You also have the opportunity to work with industry clients in the program, including developing a full marketing plan for a local client.

Students also have the option to gain real-world experience through a paid co-operative education (co-op) work term (see Additional Information for more details). Please note that places in the co-op work term are subject to availability and academic eligibility. Please note admission to the co-op program does not guarantee a co-op placement.

After you graduate, you can pursue employment in a wide range of marketing opportunities, including:

- sales (both business-to-business and business-to-consumer)
- sales promotion
- advertising
- web and digital marketing

- social media
- marketing research and planning
- purchasing
- customer service
- product/brand management

NOTE: See Additional Information for details regarding program progression for standard and co-op versions of the program.

SUCCESS FACTORS

This program is well-suited for students who:

- Are excited by the prospect of taking a hands-on approach to learning and interacting with industry clients and business leaders.
- Are seeking a career path that offers a range of employment opportunities and places them at the centre of an organization's decision-making processes and creative execution.
- Enjoy interacting with others in a group setting.
- Are interested in examining business situations and creating customized solutions.

Employment

Graduates may be employed in a wide range of marketing activities, including sales (both business-to-business and business-to-consumer), sales promotion, advertising, web and digital marketing and social media, marketing research and planning, purchasing, customer service and product/brand management. Opportunities may be available with domestic and international retailing, manufacturing, service and wholesaling firms, and in government departments and agencies. In addition to employment in the public and private sectors, some graduates may pursue self-employment opportunities.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Contribute to the development of a marketing plan that will meet the needs or goals of a business or organization.
- Contribute to the development of an integrated marketing communication plan of a product, concept, good, and/or service based on an identified market need or target.
- Contribute to the development of new and/or modified marketing concepts, products, goods, and/or services that respond to market needs.
- Contribute to the development of strategies for the efficient and effective placement/distribution of a product, good, and/or service to respond to an evolving market.
- Contribute to the development of strategies related to pricing for a product, good and/or service.
- Analyze the viability of a concept, product, good, and/or service in local, national or global markets.
- Participate in conducting market research to provide information needed to make marketing decisions.
- Communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats.
- Plan, prepare and deliver a sales presentation or pitch to address the needs of the client.

- Develop strategies with clients, customers, consumers, co-workers, supervisors, and others to maintain and grow working relationships.
- Develop learning and development strategies to enhance professional growth in the field.
- Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
- Operate within a framework of organizational policies and practices, when conducting business of the organization.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ACC2214	Financial Information for Marketing	42.0
BUS2301	Business Computer Applications	42.0
ENL1813B	Communications I	42.0
MKT2205	Marketing Foundations	56.0
MKT2216	Skills Transferable to Business	42.0
QUA0002	Business Mathematics	42.0
Level: 02	Courses	Hours
ENL1823B	Communications II	42.0
MKT2206	Product and Pricing Strategies	56.0
MKT2219	Marketing Research I	42.0
MKT2282	Professional Selling	56.0
QUA0008	Statistics	42.0
Choose one from equivalencies: Courses		Hours
GED0214E	General Education Elective	42.0
Level: 03	Courses	Hours
MKT2207	Marketing Channels	56.0
MKT2217	Global Marketing	42.0
MKT2283	Sales Management	56.0
MKT2286	Marketing Research II	42.0
MKT2291	Integrated Marketing Communications I	56.0
Choose one from equivalencies: Courses		Hours
GED0214E	General Education Elective	42.0

Co-op: 01	Courses	Hours
WKT0019	Work Term I	
Level: 04	Courses	Hours
MKT2208	Digital Marketing	56.0
MKT2213	Skills for the Workplace	28.0
MKT2260	Industry Marketing Plan	70.0
MKT2261	Marketing Plan Project Field Work	42.0
MKT2292	Integrated Marketing Communications II New Media	56.0
Choose one from equivalencies: Courses		Hours
GED0214E	General Education Elective	42.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator>.

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro>.

Fees are subject to change.

Additional program related expenses include:

- Books and supplies can be purchased from our college bookstore; pricing is available online at <https://www.algonquincollege.com/coursematerials/>.
- Level 02 students incur up to \$25 in expenses for pricing simulation tools associated with MKT2206.
- Level 03 students incur up to \$30 in expenses for research costs associated with MKT2284.
- Level 04 students incur up to \$30 in expenses for research costs associated with MKT2261.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent)
- Mathematics, Grade 11 (MBF3C or equivalent)

- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/>.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

Admission Requirements for 2023/2024 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
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Application Information

BUSINESS - MARKETING (CO-OP AND NON CO-OP VERSION) Program Code 0214E01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office

prior to their online application at <http://www.ontariocolleges.ca/> .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:
<https://algonquincollege.force.com/myACint/> .

For further information on the admissions process, contact:

Registrar's Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Additional Information

CO-OP INFORMATION: All applicants apply directly to the non-co-op version of this program through <http://www.ontariocolleges.ca/> or our International Application Portal. Students may elect to participate in the co-op version, two terms prior to the first co-op work term, subject to availability and academic eligibility.

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program's co-op level(s), visit the courses tab on your program's webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit <https://www.algonquincollege.com/coop> .

Levels 01 and 02 of the non-co-op program are also offered part-time and full-time through AC Online. **NOTE:** Level 03 and 04 must be completed full-time on campus. For more information please visit: <https://www.algonquincollege.com/online/> .

Graduates are eligible to apply for certifications from the Canadian Professional Sales Association (CPSA) visit <http://www.cpsa.com/> .

PROGRAM PROGRESSION:

Fall Intake StandardCo-opWinter Intake StandardCo-opFallLevel 1Level 1**Winter**Level 2Level 2Level 1Level 1**Spring**BREAKBREAKLevel 2Level 2**Fall**Level 3Level 3BREAKLevel 3**Winter**Level 4WORK TERMLLevel 3WORK TERMS**Spring**Level 4Level 4Level 4

Contact Information

Program Coordinator(s)

- Melanie Haskins, <mailto:haskinm@algonquincollege.com> , 613-727-4723, ext. 3342

Course Descriptions

ACC2214 Financial Information for Marketing

Students are introduced to management accounting information used by the marketing manager to make financial decisions. Computer applications are used to illustrate problem-solving techniques.

Prerequisite(s): none

Corerequisite(s):none

BUS2301 Business Computer Applications

The knowledge gained in this course provides students with a solid foundation for future learning in other studies, and in business. Students learn a variety of tasks in Windows file management. Students also learn tasks and produce assignments in Microsoft Office for PC. Web-based software running computer-based simulations and assessments are used to support and enrich the learning experience. It is strongly recommended that students use a PC. Mac students may be required to install and learn additional software to successfully complete the course.

Prerequisite(s): none

Corerequisite(s):none

ENL1813B Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students develop stronger grammar and business-writing skills to become effective business communicators. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none

Corerequisite(s):none

ENL1823B Communications II

Students continue to expand their practical writing and speaking skills for successful communication in business. Using real-life scenarios and research skills, they produce informal reports and proposals, deliver presentations to a live audience supported by technology, and create a job-search package. Students create professional documents, such as information reports, progress reports, justification/recommendation reports, summary reports, and minutes of meetings to develop up-to-date writing skills. The job search package includes employment-readiness skills, resumes, persuasive cover letters, and interview techniques. In all written work, students continue to develop and enhance their grammar skills to meet professional, workplace standards.

Prerequisite(s): ENL1813B

Corerequisite(s):none

GED0214E General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

GED0214E General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

GED0214E General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

MKT2205 Marketing Foundations

Students are introduced to the fundamentals of marketing, including the assessment of business environments to determine market potential. Students analyze the market to determine how to establish a competitive advantage and assess buyer behaviour. The four P's of marketing (product, price, promotion and place) are examined to determine the ideal set of marketing strategies and tactics to enhance an organization's competitive positioning.

Prerequisite(s): none

Corerequisite(s):none

MKT2206 Product and Pricing Strategies

Students acquire an in-depth appreciation for product and pricing strategies and tactics. Students gain a thorough appreciation for the new product development process, the strategies to effectively manage a product through its life cycle and the distinguishing factors between product and service marketing. Students study various product strategies to understand the conditions supporting each approach. With a firm grasp on product strategies students investigate supportive pricing strategies. Students discover theories that marketers apply to manage customer price sensitivity, competitive pricing actions and opportunities to segment the market on the basis of price to maximize profitability. Students also learn the process and factors behind setting prices, apply formulas to assess the financial impacts of their pricing decisions and participate as a group member in solving pricing dilemmas and developing financial analyses as presented in a case study.

Prerequisite(s): MKT2205

Corerequisite(s):none

MKT2207 Marketing Channels

Students gain an understanding of how businesses leverage distribution channels within their marketing mix, both strategically and tactically. In addition to traditional direct and indirect distribution channels, students focus is on web-based and mobile electronic channels. Integration of distribution strategies with other marketing mix strategies is studied. Students apply this knowledge to specific situations in order to develop effective distribution channel strategies, solve distribution channel problems, and make recommendations to improve distribution channel efficiencies. Student teams use knowledge acquired to establish a marketing channel strategy, in conjunction with a joint MKT2283 Sales Management industry project.

Prerequisite(s): MKT2206

Corerequisite(s):none

MKT2208 Digital Marketing

Students focus on digital marketing strategies using a broad range of online marketing tools. Establishing key messages, building engagement and effectively communicating with customers is essential in the digital landscape today. Students build a strong foundation in content marketing and management systems, social media marketing, search engine marketing and measurement analytics, all cornerstones to an effective digital strategy. In the major team project, students have the opportunity to apply these digital marketing strategies to an industry client.

Prerequisite(s): MKT2206 and MKT2291
Corerequisite(s): MKT2260 and MKT2261 and MKT2292

MKT2213 Skills for the Workplace

Students focus on planning and enhancing the skills required to pursue the next phase of their career preparation. The course contains two streams: an industry preparation and postsecondary education continuation stream; students choose the stream that best suits their short-term post-graduation plans. Within the industry stream, students focus on researching employment opportunities, expanding their professional network, employability skill assessment and interview preparation. This allows students to gain confidence as they launch their professional marketing career. Within the postsecondary continuation stream, students focus on analyzing various opportunities to expand their applied skills within complementary program areas. Students explore the various "laddering" agreements that are in place between the Business Marketing program and other diploma, advanced diploma, degree and graduate certificate programs. Within both streams, students develop a professional LinkedIn profile and resume and benefit from interacting with various guest speakers.

Prerequisite(s): none
Corerequisite(s): none

MKT2216 Skills Transferable to Business

Learners develop foundational business skills to help them successfully graduate and prepare for the workforce. The focus is on preparing learners for professional employment by developing the following essential employability skills: personal and information management, leadership and team work, and communication and problem-solving techniques. Using a professional setting, learners participate in the following workshops: goal setting, time management, secondary research techniques, leadership and team building, decision making, project management, conflict resolution and speaking and presentation skills. Learners develop an awareness of their strengths and weaknesses and develop strategies for successful lifelong learning. Learners' ability to demonstrate these skills is essential as they participate in their academic and professional paths.

Prerequisite(s): none
Corerequisite(s): none

MKT2217 Global Marketing

Students learn about the issues and the decisions required for businesses to succeed in the global marketplace. The course makes extensive use of electronic methods to characterize and exploit international marketing opportunities. By researching foreign markets, students understand how to evaluate suitable products/services for international target markets, establish efficient international distribution channels, conduct effective international promotion programs, establish profitable international pricing and develop approaches to international financing. A key component is a group term project which involve preparing a country profile, a market audit and a competitive analysis in preparation for the decision on how to grow the business in that country.

Prerequisite(s): MKT2205 and MKT2206
Corerequisite(s): none

MKT2219 Marketing Research I

Students explore the foundations of marketing research principles, how marketing research is used to inform marketing decisions, and how it supports the marketing function. Focus is on the approaches to marketing research, including primary research, secondary research, research design, surveys, qualitative research, data collection and data quality. Students apply practical marketing research skills through a variety of hands-on projects and exercises.

Prerequisite(s): MKT2205
Corerequisite(s):none

MKT2260 Industry Marketing Plan

Students apply concepts to an industry client. Working in teams, students create a marketing plan for a local business. The course works in tandem with MKT 2261 (field work), MKT 2208 (Digital Marketing) and MKT 2292 (IMC 2) allowing the student to develop and practise cross discipline and teamwork skills. Students conduct an in-depth analysis of internal and external marketing factors in order to uncover a target market and positioning opportunity for their industry client which provides the business a new market opportunity. Students then take this marketing strategy and develop a complementary marketing mix to leverage the identified market opportunity, a detailed implementation plan and financial analysis to prove the financial viability of their plan.

Prerequisite(s): MKT2207 and MKT2283 and MKT2286 and MKT2291
Corerequisite(s):MKT2208 and MKT2261 and MKT2292

MKT2261 Marketing Plan Project Field Work

Student teams are assigned to work with an industry client to research all aspects of the client's business including all pertinent internal and industry micro and macro environmental factors. Students use primary and secondary research tools and methodologies to assess the industry competitive set and conduct an in-depth customer analysis. The knowledge created from this in-field work guides the creation of the Marketing Plan Objectives, strategies and supporting marketing mix programs within the MKT2260 course. Students also learn unique approaches to client management along with enhanced team presentation skills.

Prerequisite(s): MKT2206 and MKT2207 and MKT2219 and MKT2283 and MKT2286
Corerequisite(s):MKT2208 and MKT2260 and MKT2292

MKT2282 Professional Selling

Students develop the selling skills they require during a business career. Major topics studied include the importance of the selling function to all types of organizations, ethical issues in selling and steps in the selling process. Students become familiar with the Canadian Competition Act, and the laws protecting consumers. Students also learn how to develop enduring customer relationships and the important role of customer service in relationship building. Focus is on the student preparing and delivering a sales presentation and written proposal.

Prerequisite(s): MKT2205
Corerequisite(s):none

MKT2283 Sales Management

Students are provided with insight and knowledge pertaining to the key issues involved in the field of sales management. Emphasis is placed on the four key functional areas (planning, developing, directing/leading and evaluating) within the sales management discipline, and the associated skills the manager requires to achieve profitability through the efforts of their sales force. The fact that this same set of skills is also applicable to, not just sales management, but to all management situations is stressed. Students apply their knowledge and practise their sales management skills on an individual and group basis. Students are required to participate in a major group project focused on assessing the effectiveness of a sales manager within a sales and marketing organization of a chosen company.

Prerequisite(s): MKT2282
Corerequisite(s):none

MKT2286 Marketing Research II

Students apply the theory of sound marketing research to understand its importance in the managerial decision-making process in today's competitive marketplace. They apply current techniques to collect, record and analyze data relating to relevant business marketing challenges.

Working in teams, students develop and execute a full research study for industry. This study involves specific delineation of problems, design of a research proposal along with collection of secondary and primary data. Teams create and implement a quantitative research effort using a survey they design and a qualitative effort using a survey they design and a qualitative effort by holding a focus group. Teams complete the term by interpreting their study's findings and presenting the results for management action.

Prerequisite(s): MKT2205 and MKT2206 and MKT2219 and QUA0008
Corerequisite(s):MKT2291

MKT2291 Integrated Marketing Communications I

Students are provided with an in-depth look at the marketing communications mix elements. The role of advertising and promotion, and how they are related to the overall marketing plan are examined in depth. Through practical applications, students learn to develop the skills needed to plan and manage a comprehensive Integrated Marketing Communications (IMC) plan, which includes consumer segmentation, development of appropriate objectives, positioning and competitive creative strategies. Students are introduced to current design software and gain experience creating ad layouts.

Prerequisite(s): MKT2206
Corerequisite(s):MKT2286

MKT2292 Integrated Marketing Communications II New Media

Further insight into current trends and developments in interactive and digital communications, media relations, event marketing and sponsorship, tradeshow, and public relations is provided. Special emphasis is placed on applying IMC strategies in a business-to-business environment including market segmentation and analysis. Students demonstrate and develop their decision making skills through a business-to-business co-marketing proposal for their industry client. The major team project involves the development of a detailed IMC Execution Plan, an element of the overall industry client marketing plan project. The comprehensive IMC Execution Plan includes campaign objectives, specific media vehicle selection and scheduling within a designated budget.

Prerequisite(s): MKT2291
Corerequisite(s):MKT2208 and MKT2260 and MKT2261

QUA0002 Business Mathematics

Students review basic arithmetic and algebra, as well as mathematic tools and concepts required for solving problems found in a business environment. Problem-solving areas include cost-volume-profit analysis, linear functions and systems of equations, index numbers, markup and markdowns, terms of invoicing and business finance.

Prerequisite(s): none
Corerequisite(s):none

QUA0008 Statistics

Descriptive methods of data classification, sampling, collecting, organizing, and presentation of data in order to evaluate various business situations in a decision-making context. Computations through appropriate computer software are emphasized. Students learn mathematical methods for descriptive statistics, frequency distributions and measures of location and variation. An introduction of regression and correlation analysis including the examination of the regression equation, coefficient of correlation and determination and the standard error. Time series analysis is covered including computations for short-term forecasting. Finally, students learn basic probability to solve business-related problems.

Prerequisite(s): QUA0002
Corerequisite(s):none

WKT0019 Work Term I

Co-op work terms provide an experiential opportunity, which is directly related to the field of study. This co-op work term follows third term studies. The work term centres on the opportunity to develop and implement tools and techniques within a variety of marketing functions allowing students to apply learned concepts and principles. Students returning from the co-op work term contribute new ideas to their program of study. Employment is available in public sector and private sector organizations in Eastern Ontario.

Prerequisite(s): none

Corerequisite(s):none