

BUSINESS ADMINISTRATION – MARKETING (BAM)

About the Program

This three-year advanced diploma program will prepare you to become a marketing leader. You will learn to develop, integrate and execute marketing strategies for new and existing products and services. You will be challenged to be creative, analytical and tactical to identify, build and sustain a loyal customer base through unique marketing approaches.

Your learning will be further advanced through the use of innovative and applied delivery techniques such as problem-based learning, real-life projects and case study analysis.

Credential Awarded

Ontario College Advanced Diploma

Duration

6 Semesters (3 Years)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Technical proficiency
- Analytical skills
- Problem-solving
- Critical thinking
- Leadership skill

Work Experience

Optional Co-op

Students meeting all academic requirements may have the opportunity to complete an optional co-op work term(s) in a formal work environment. In most cases the work term(s) is a full-time paid position completed between two academic semesters. In programs with limited co-op opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional co-op stream regardless of success in securing a work position.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Your Career

Graduates of the program can explore the following career options:

- Marketing manager
- Marketing co-ordinator
- Account manager
- Product manager
- Brand manager
- Digital marketing manager
- Interactive marketing manager
- Market researcher
- Event and trade show marketer
- Sports marketer
- Sales account manager
- Retail sales manager
- Digital and traditional media buying and planning
- Media sales manager
- Small business owner
- Search engine account marketing manager
- Web content manager

Affiliations/Associations

- American Marketing Association
- Canadian Marketing Association
- Canadian Professional Sales Association
- Interactive Advertising Bureau of Canada
- Greater Toronto Marketing Alliance
- Ontario Colleges Marketing Association

Accreditation

Accreditation Council for Business Schools and Programs

Our Seneca Agency

Seneca's student-run agency, Studio 67, gives students the opportunity to put theory into practice by working directly with clients on marketing and media projects. You will apply the concepts learned in your courses to design, pitch and execute strategies with real organizations. With this hands-on experience in your repertoire and on your resumé, you will graduate industry ready.

Discover Studio 67 (<https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-marketing/marketing-agency.html>)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BAM101	Introduction to Business Administration	3
COM101	Communicating Across Contexts	3

or COM111	Communicating Across Contexts (Enriched)	
MBF100	Mathematics of Business and Finance	3-4
or MBF101	Mathematics of Business and Finance	
MRK106	Marketing I	4
MRK130	Marketing Professionalism and Careers	2
MRK264	Advanced Computer Applications for Marketing	3
SDG101	Introduction to Sustainable Business	3
Semester 2		
ACC106	Accounting I	3
EAC594	Business Communication for the Digital Workplace	3
ECN550	Economics: An Overview	3
MRK177	Professional Presentations	3
MRK200	Marketing II	4
MRK255	Modern Research Methods	2
plus: General Education Course (1)		3
Semester 3		
MRK260	Graphic and Web Design	4
MRK430	Professional Selling	4
MRK455	Applied Marketing Research	3
OBR250	Organizational Behaviour	3
QNM223	Business Statistics	3
plus: General Education Course (1)		3
Semester 4		
CAP506	Career Launching and Portfolio Planning **	1
MRK317	Integrated Marketing Communications I	4
MRK428	Marketing Strategy and Analysis	4
MRK460	Global Marketing	4
MRK634	Driving Digital Media for Business	4
WTP100	Work Term Preparation *	1
plus: General Education Course (1)		3
Work-Integrated Learning Term		
BAM331	Business Administration Marketing, Co-op *	30
Semester 5		
MRK516	Financial Analysis for Marketing	4
MRK518	Interactive Marketing	4
MRK519	Marketing Metrics and Analysis	4
MRK561	Brand Management	3
MRK644	Digital Marketing II	3
Semester 6		
MRK513	Buyer Behaviour	3
MRK526	Management of Marketing Channels	3
MRK620	Strategic Analysis	4
MRK643	Services Marketing	3
MRK662	New Product Launch	3

¹ Students will be placed in the appropriate level of mathematics depending on their math skills assessment results. Students who are

placed in MTH158 Introduction to Mathematics (Algebra) will be required to complete this course before taking MBF100 Mathematics of Business and Finance.

² This course will not fulfil a General Education requirement.

* Work-Integrated Learning option only

** non Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Develop a marketing plan that will meet the needs or goals of a business or organization.
- Develop an integrated marketing communication plan for marketing of a product, concept, good, or service based on an identified market need or target.
- Determine strategies for the development of new and/or modified marketing concepts, products, goods, and/or services that respond to evolving market needs.
- Determine strategies for the efficient and effective placement/distribution of a product, good, and/or service that respond to an evolving market.
- Determine the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, return on investment (ROI), and business goals of an organization.
- Analyze the viability of a concept, product, good, and/or service in local, national or global markets.
- Conduct 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 an effective 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.
- Apply and contribute to a framework of organizational policies and practices, when conducting business of the organization.
- Apply the principles of business ethics and corporate social responsibility to business decisions.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course
- Mathematics: Grade 12 C or U, or Grade 11 U or M, or equivalent course

Canadian citizens and permanent residents may satisfy the English and/or mathematics requirements for this program through successful Seneca

pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>).

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the

admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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