

# BRAND MANAGEMENT (BMK)

## About the Program

This eight-month graduate certificate program focuses on providing you with the skills and knowledge to develop and execute successful brand strategies in today's consumer-focused digital environment. You will understand all aspects of a brand and then develop a plan to build successful brand equity.

Your learning will be further advanced through a range of instructional styles, case studies and relationship-building with industry professionals through industry/association field work or optional work term.

## Credential Awarded

Ontario College Graduate Certificate

## Duration

2 Semesters (8 Months)

## Starts

January, September

## Program and Course Delivery

This program is offered in Seneca's hybrid 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.

## Skills

Throughout this program you will develop the following skills:

- Develop brand strategies
- Product launch planning
- Business analysis
- Research
- Branding

## Work Experience

### Optional Work Term

Students meeting all academic requirements may have the opportunity to complete an optional work term(s) in a formal work environment. The work term(s) is similar in length to an academic semester and typically involves full-time work hours that may be paid or unpaid. In programs with limited work term 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 work term 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:

- Assistant brand manager
- Product manager
- Brand consultant
- Brand strategist
- Assistant marketing manager

You may also find your career on the product and service side of business and marketing.

## Affiliations/Associations

- American Marketing Association (AMA)
- Interactive Advertising Bureau of Canada (IAB)
- The Canadian Professional Sales Association (CPSA)
- Canadian Marketing Association (CMA)
- Greater Toronto Marketing Alliance (GTMA)

## 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
<b>Semester 1</b>		
BMK710	Brand Strategy I	4
BMK711	Brand Metrics I	2
BMK713	Advertising and Promotion	3
BMK715	Consumer Research and Behaviour	4
BMK716	Digital Marketing I	3
MRK718	Presenting Complex Material	3
<b>Semester 2</b>		
BMK810	Brand Strategy II	4
BMK811	Brand Metrics II	4
BMK812	Integrated Brand Communications	4
BMK816	Digital Marketing II	3
BMK817	Marketing Enabling Technologies	3
WTP100	Work Term Preparation *	1
<b>Work-Integrated Learning Term</b>		
BMK441	Brand Management, Work Term *	30

\* 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 strategic brand equity business plan based on an accurate analysis of a business situation.
- Evaluate the customer environment for new and existing brands and build this customer focus into brand strategy in unpredictable and complex contexts.
- Evaluate the feasibility of a new brand launch.
- Develop and execute a new brand launch plan.
- Evaluate the performance and situation of a brand for the purpose of recommending future strategies.
- Measure the value of a brand to an organization using industry standard methods.
- Develop a communication strategy which integrates all communication elements – traditional and interactive.
- Evaluate the impact of legal and privacy issues on the success of a brand.
- Apply an internal branding framework to ensure successful application of brand strategies with an organization.
- Apply creative problem solving skills to complex brand issues and problems.
- Develop, deliver and coordinate a variety of presentations.
- Develop and execute a project plan using project management techniques and software.
- Conceive, write, design, edit, and produce marketing communication materials using industry-standard technology.
- Evaluate current issues in branding and changes in the current Canadian marketplace with respect to branding.

## Admission Requirements

- Ontario university or college degree or equivalent with a specialization in a marketing-related discipline  
Applicants with an equivalent combination of partial postsecondary and/or three years of related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

## 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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