BUSINESS – MARKETING (BMT)

About the Program

This two-year diploma program will provide you with a solid foundation of marketing. You will have a detailed understanding of integrated marketing communications, selling, strategies and analysis, web design, research and channel management.

You will be equipped with tools and techniques to create multi-objective marketing strategies, including promotional campaigns, pricing, packaging and distribution of products, services and ideas. You will also benefit from problem-based learning, real-world projects and case studies.

Part-time option is available > (http://www.senecacollege.ca/ce/business/marketing-sales/business-marketing-diploma.html)

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 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:

- Leadership
- Brainstorming ideas
- Management techniques
- Critical thinking
- Planning
- Project management

Your Career

Graduates of the program can explore the following career options:

- Marketing assistant
- Marketing co-ordinator
- Account manager
- Market researcher
- Assistant sales manager
- Assistant event planner
- Social media assistant
- Digital marketing assistant
- Media planning assistant

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 [1]	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 [2]	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
plus: General Education Course (1)		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.

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:

- 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.

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).

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.