

MARKETING MANAGEMENT (MKM)

About the Program

This eight-month graduate certificate program will develop your fundamental knowledge of marketing management and channel your strength towards creating, building, communicating and delivering value to customers in innovative and creative ways. You will gain skills and knowledge in several key areas including marketing research techniques, launching a new product or service, market segmentation techniques, pricing strategies, promotion and communications strategies, strategic market planning, generating new accounts and sales revenues.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

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:

- Propose marketing plans
- Market research
- Developing strategic pricing
- Formulate budget
- Prepare sales presentations

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:

- Account executive
- Assistant brand manager
- Customer service manager
- Marketing/sales/retail manager
- Media buyer
- Market researcher
- Digital marketing manager

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
Semester 1		
CRM700	CRM - Process and Patterns I	4
MKM701	Applied Marketing Research	4
MKM704	Financial Aspects of Marketing	4
MKM706	Marketing Fundamentals	4
MRK718	Presenting Complex Material	3
Semester 2		
MKM803	Integrated Marketing Communications	4
MKM804	Interactive B2B Selling	4
MKM805	Strategic Marketing Management	4
MKM915	Digital Marketing	3
MKM916	Interactive Marketing	3
WTP100	Work Term Preparation *	1
Work-Integrated Learning Term		
MKM441	Marketing 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:

- Formulate a marketing plan that will meet the needs or goals of a business or organization.
- Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
- Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
- Develop strategies for the efficient and effective placement/distribution of products, concepts, goods, and services that respond to evolving markets.
- Evaluate 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.
- Evaluate the viability of a concept, product, good and/or service in a local, national, or international 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 a sales presentation or pitch that addresses the needs of the client.
- Develop strategies with clients, customers, and consumers and others to grow and maintain relationships.
- Develop learning and development strategies and plans 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.
- Participate in 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.

- Employ the management techniques of planning, organizing, directing, and controlling of marketing functions and activities in response to the business needs of the organization.

Admission Requirements

- Ontario university or college degree or college diploma or equivalent
Applicants with an equivalent combination of partial postsecondary and/or three to five years 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.

Notes

Applicants who have completed a marketing related program or courses are encouraged to consider Seneca's Brand Management graduate certificate.

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.