

University of
Lethbridge



Program Planning Guide

Name: _____

ID: _____

Calendar Year: 2023/2024

Dhillon School of Business Degree Programs:

www.ulethbridge.ca/dhillon/study/certificates

Academic Calendar:

www.ulethbridge.ca/ross/academic-calendar

Admission and Transfer Requirements:

www.ulethbridge.ca/ross/admissions/undergrad

Current and Past Program Planning Guides:

www.ulethbridge.ca/ross/ppgs

Co-operative Education:

www.ulethbridge.ca/dhillon/student-experience/co-operative-education

Dhillon School of Business Advising:

Lethbridge

www.ulethbridge.ca/dhillon/student-support/advising

dhillon.advising@uleth.ca

403-329-2153

M2060

Calgary

www.ulethbridge.ca/calgary/student-advising

calgary.advising@uleth.ca

403-571-3360

Suite S6032, 345 - 6th Avenue SE

Marketing

Management Certificate

This is a planning guide and not a graduation check or guarantee of course offerings. You should have a program check done in your final year of studies. Students are responsible for the accuracy of their own programs. The guide should be used in conjunction with the University of Lethbridge Calendar, which is the final authority on all questions regarding program requirements and academic regulations.

Contact an Academic Advisor (www.ulethbridge.ca/ross/academic-advising) for advising information.

Name : _____

ID : _____

Program Requirements

Completion of at least 10 courses (30.0 credit hours) with cumulative and graduation grade point averages of at least 2.00.

Core Requirements (10 courses)

- _____ Marketing 2020 - Marketing
- _____ Marketing 3210 - Consumer Behaviour
- _____ Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ Marketing 3220 - Marketing Research
- _____ Marketing 4230 - Marketing Management
- _____ Economics 1010 - Introduction to Microeconomics
- _____ Statistics 1770 - Introduction to Probability and Statistics

Three of:

- _____ Management 2081 - Professional Communications Skills
- _____ Marketing 3205 - Sports Marketing
- _____ Marketing 3225 - Brand Management
- _____ Marketing 3230 - Retailing Management
- _____ Marketing 3240 - Business-to-Business Relationship Sales
- _____ Marketing 3250 - Social Marketing
- _____ Marketing 3260 - Not-for-Profit Marketing
- _____ Marketing 3280 - Services Marketing Management
- _____ Marketing 3290 - Marketing and Society
- _____ Marketing 3806 - Small Business Management
- _____ Marketing 3862 - Digital Marketing
- _____ Marketing 4215 - Advanced Marketing Communications and Social Media
- _____ Marketing 4220 - Cross-Cultural Marketing

Marketing Concentrations

If students wish to further specialize within the field of Marketing, they may choose a concentration in Marketing Communications or Socially Responsible Marketing. Concentrations are not required. Students who choose a concentration will replace the 'Three of' requirement above with the courses in the chosen concentration, listed below. Note that completing a concentration may require a student to complete extra courses.

Notes

¹ Students should be aware that these courses have prerequisites which may require taking courses extra to their minimum degree requirements. Students are strongly advised to discuss their program with an academic advisor early in their program.
² Students cannot use Marketing 3250, Marketing 3260, and Marketing 3290 to fulfill requirements from both "Two of:" lists.
³ The work study placement must have a primary focus on social responsibility, social marketing, or it must be housed within a non-for-profit organization in order to receive credit for the Socially Responsible Marketing Concentration.

Please contact an Academic Advisor before applying to this program for information on course sequencing and possible waivers for equivalent courses already taken.

Marketing Communications Concentration

- _____ Marketing 3862 - Digital Marketing
- _____ Marketing 4215 - Advanced Marketing Communications and Social Media

Two of:

- _____ Management 3980 - Applied Studies/Field Experience I (with a marketing communications focus)
- _____ Management 3990 - Independent Study (with a marketing communications focus)
- _____ Marketing 3225 - Brand Management
- _____ ¹ New Media 2005 - Design Fundamentals for New Media
- _____ ¹ New Media 2010 - Visual Communications for New Media
- _____ New Media 3250 - Media, Advertising, and Consumer Culture
- _____ New Media 3700 - Event and Exhibition Design

Socially Responsible Marketing Concentration

Two of:

- _____ ² Marketing 3250 - Social Marketing
- _____ ² Marketing 3260 - Not-for-Profit Marketing
- _____ ² Marketing 3290 - Marketing and Society

Two of:

- _____ International Management 3552 - Sustainable Tourism
- _____ ³ International Management 4640 - Cross-Cultural Work Study (Series)
- _____ Management 3710 - Managing Not-for-Profit Organizations
- _____ Management 3980 - Applied Studies/Field Experience I (with a not-for-profit organization)
- _____ Management 4580 - Environmental Management
- _____ ² Marketing 3250 - Social Marketing
- _____ ² Marketing 3260 - Not-for-Profit Marketing
- _____ ² Marketing 3290 - Marketing and Society
- _____ New Media 3250 - Media, Advertising, and Consumer Culture

Sample Sequencing Plan

Shown below is a sample sequence of courses for your degree. Consult timetables for course offerings, prerequisites, and corequisites before registering each term. Note some courses may have limited offerings (ie. offered once a year, in a term other than shown, or in alternating years).

<p>Year 1, Fall ECON 1010 - Introduction to Microeconomics MKTG 2020 - Marketing STAT 1770 - Introduction to Probability and Statistics</p> <p>Year 2, Fall MKTG 3210 - Consumer Behaviour MKTG 3215 - Introduction to Marketing Communications and Social Media MKTG 3220 - Marketing Research</p>	<p>Year 1, Spring Marketing Elective¹ One of: ECON 2900 or STAT 2780² One of: Writing 1000 or English 1900²</p> <p>Year 2, Spring Marketing Elective¹ Marketing Elective¹ MKTG 4230 - Marketing Management</p>
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1. Refer to the 'Three of' list in the preceding core requirements.
2. This prerequisite is required above and beyond the 10 courses in the program.

Students are responsible for familiarizing themselves with program requirements and regulations outlined in the University of Lethbridge Calendar including, but not limited to:

Minimum Grade Requirement

A minimum grade of 'C-' is required in all courses taken towards a Management Certificate.

Residence Requirement

Students must complete at least 5 courses towards the Management Certificate at the University of Lethbridge.

Program Length

Management Certificate programs are designed to be completed on a part-time studies basis, and many of the certificate courses have prerequisite, corequisite, and/or recommended background requirements that are above and beyond the 10 courses in the program. As a result, completion of this program will take more than one year of study. All certificate requirements must be completed within 5 years after acceptance into the Dhillon School of Business.