University of	
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	Program Planning Guide Current and past Program Planning Guides are available on the	Calendar Year: 2013/2014 Faculty: Management	
ETIAT LUR	UofL website at www.uleth.ca/ross/ppgs/ppg.html		
About Management Certificate Programs	The Faculty of Management offers Certificate programs with a focus in Finance; First Nations' Governance; General Management; Human Resource Management and Labour Relations; Information Systems; International Management; and Marketing. Each program is composed of a series of 10 courses designed to provide a suitable combination of breadth and depth of knowledge in a specific area of study. Students may complete the Certificate on a full-time or part-time basis.		
Prerequisite(s), Corequisite(s), and Recommended Background	Many of the courses in the Certificate program have prerequisite, corequisite, and/or recommended background requirements. Students are responsible for ensuring that they have the necessary prerequisite(s), corequisite(s), and/or recommended background. In some cases additional courses may be required, extending the duration of the program. Students who do not have the stated prerequisite(s) and/or corequisite(s), but believe they have the required background knowledge and/or skills, must contact an academic advisor about the possibility of obtaining a waiver.		
Admission	Students are admissible to the University through four adm	nission routes:	
	 Eight or more transfer courses A College Diploma A previous undergraduate degree Adult applicants who are 21 years of age or older. Note 	that, in most cases, English Language Arts 30-1 and Pure	
	Mathematics 30 or Mathematics 30 are required. Please contact the University of Lethbridge Admissions Off		
Residence Requirement	Students must complete a minimum of five courses at the U program.	niversity of Lethbridge after admission to the Certificate	
Minimum Grade Requirement	A minimum grade of 'C-' is required in all courses taken to	wards a Certificate program.	
About Management Minors	The Faculty of Management offers minors in First Nations' Management, New Media, Social Responsibility, and Supply minor and a chosen major will require a student to take extr subject as their major. For students who complete all the requ transcript (see Part 11 - Faculty of Management in the Uoff available online at www.uleth.ca/ross/program-planning).	V Chain Management. In some cases, achievement of the a courses. Students may not declare a minor in the same uirements, the minor will be acknowledged on the official	
Campuses	The Faculty of Management offers programs on three camp Lethbridge campus, students can pursue all programs and Calgary and Edmonton campuses serve adult learners who education. These campuses offer the B.Mgt., Post-Diploma	majors offered by the Faculty of Management. The may be in the work force wanting to further their B.Mgt., second degree in Management, the Professional	
	Diploma in Accounting, and other Management Certificate B.Mgt., B.F.A. (New Media)/B.Mgt., B.H.Sc/B.Mgt., B.Mgt/R completed in their entirety on the Calgary or Edmonton car assigned to the Lethbridge campus (see Part 11 - Faculty of Calendar). For information on specific majors and minors the campus offices.	3.Ed., and Post-Diploma B.Mgt./B.Ed.) cannot be npuses, and all Combined Degrees applicants will be f Management, Section 4, in the 2013/2014 UofL	

This is for information purposes only. Please plan your own program and refer to the University of Lethbridge Calendar for complete information. Contact the Undergraduate Programs Office in the Faculty of Management for advising information (refer to the appropriate campus at: www.uleth.ca/management/contact-us).

Management Certificate - Marketing

- Grade Required Courses:
 - Economics 1010 Introduction to Microeconomics
 - _____ Management 2020 Marketing
- _____ Management 3210 Consumer Behaviour
- _____ Management 3220 Marketing Research
- ____ Management 4230 Marketing Management
- ____ Statistics 1770 Introduction to Probability and Statistics

Four of:

- _____ Management 3080 Managerial Skill Development
- _____ Management 3230 Retailing Management
- _____ Management 3240 Sales Management
- Management 3250 Social Marketing
- _____ Management 3260 Not-for-Profit Marketing
- _____ Management 3280 Services Marketing Management
- _____ Management 3290 Marketing and Society
- _____ Management 3806 Small Business Management
- _____ Management 4210 Advertising and Promotions
- Management 4220 Cross-Cultural Marketing

Notes

