

University of
Lethbridge



Program Planning Guide

Calendar Year: 2019/2020

Name: _____

ID: _____

Management Certificate
Marketing

Management Certificate Programs:

www.uleth.ca/dhillon/study/certificates

Academic Calendar:

www.uleth.ca/ross/academic-calendar

High School Admission Requirements:

www.uleth.ca/ross/admissions/undergrad/high-school

Current and Past Program Planning Guides:

www.uleth.ca/ross/ppgs

Co-operative Education:

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

Dhillon School of Business Advising:

Lethbridge

www.uleth.ca/dhillon/student-support/advising
dhillon.advising@uleth.ca
403-329-2153
M2060

Calgary

www.uleth.ca/calgary/student-advising
calgary.campus@uleth.ca
403-571-3360
Suite S6032, 345 - 6th Avenue SE

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 in the Dhillon School of Business for advising information.

Name : _____

ID : _____

Management Certificate - Marketing

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)

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

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

Three of:*

- _____ Management 3080 - Managerial Skill Development
- _____ Management 3205 - Sports Marketing
- _____ Management 3225 - Brand Management
- _____ 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 3862 - E-commerce Management
- _____ Management 4215 - Advanced Marketing Communications and Social Media
- _____ Management 4220 - Cross-Cultural Marketing

**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

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.

Marketing Communications Concentration

- _____ Management 3862 - E-commerce Management
- _____ Management 4215 - Advanced Marketing Communications and Social Media

Two of:

- _____ Management 3225 - Brand Management
- _____ Management 3980 - Applied Studies/Field Experience I (with a marketing communications focus)
- _____ Management 3990 - Independent Study (with a marketing communications focus)
- _____ 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

OR

Socially Responsible Marketing Concentration

Two of:

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

Two of:

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

¹Students 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.

²Students cannot use Management 3250, Management 3260, and Management 3290 to fulfill requirements from both "Two of:" lists.

³The 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.

