



PROGRAM PLANNING GUIDE

ID:

Name: _____

Management Certificate

Marketing



Marketing, a combination of art and science, is the core of any business. It helps identify consumer needs, guides the development of new products, services or communications strategies, determines prices, and has the ability to adjust all of these for domestic and international markets. As a marketer, you'll be the crucial link between an organization, their suppliers and their end-users, building relationships that benefit all parties.

What determines my program requirements?

Please refer to the Academic Calendar (www.ulethbridge.ca/ross/academic-calendar) for complete program information.

Calendar Year: 2024/2025 - Your calendar year is set to the academic year you are admitted (or readmitted) and you should follow the requirements for that year for the duration of your program.

Faculty/School: Dhillon School of Business (www.ulethbridge.ca/dhillon) - An internationally accredited AACSB business school

Program(s): Management Certificate

Major(s): Marketing

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

Am I admissible to this program?

Admission: www.ulethbridge.ca/ross/admissions/undergrad

Transfer: www.ulethbridge.ca/ross/transfer-resources

When/How do I apply to the University?

Deadlines: www.ulethbridge.ca/ross/admissions/undergrad/deadlines

Step-by-Step: www.ulethbridge.ca/ross/admissions/step-by-step

Where can I find information on courses?

Course Catalogue: www.ulethbridge.ca/ross/courses

Registration Guide: www.ulethbridge.ca/ross/registration-guide

When can I register for classes?

Register early! (March for Summer and Fall; November for Winter)

Registration Dates: www.ulethbridge.ca/ross/registration-dates

How can I enhance my program?

Career Bridge: www.ulethbridge.ca/career-bridge

Honours Thesis: www.ulethbridge.ca/ross/undergraduate-thesis

Student Professional Development:

www.ulethbridge.ca/dhillon/student-experience/student-professional-development

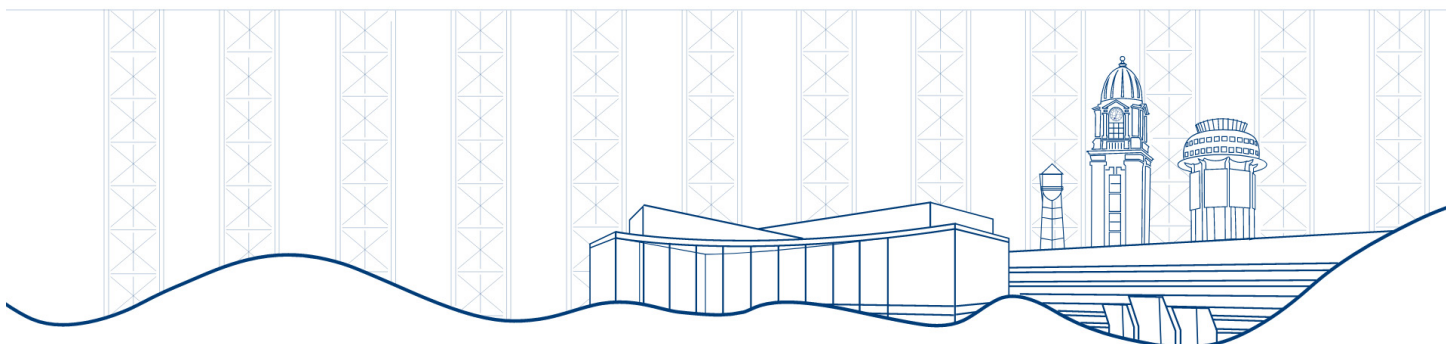
What supports are available to students?

Student Services: www.ulethbridge.ca/campus-life/student-services

Student Success Centre: www.ulethbridge.ca/student-success-centre

Accessible Learning: www.ulethbridge.ca/ross/alc

Counselling Services: www.ulethbridge.ca/counselling



Required courses and notes

Core Requirements (10 Courses)

- _____ 1. Marketing 2020 - Marketing
- _____ 2. Marketing 3210 - Consumer Behaviour
- _____ 3. Marketing 3215 - Introduction to Marketing Communications and Social Media
- _____ 4. Marketing 3220 - Marketing Research
- _____ 5. Marketing 4230 - Marketing Management
- _____ 6. Economics 1010 - Introduction to Microeconomics
- _____ 7. Statistics 1770 - Introduction to Probability and Statistics
- _____ 8.-10. **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

General Requirements

Students must meet the academic standards, program requirements, and graduation requirements according to the regulations set by the Dhillon School of Business, and as outlined in the Calendar including, but not limited to:

- _____ A minimum grade of 'C-' is required in all courses taken towards a Management Certificate.
- _____ Successful completion of at least 10 courses (30.0 credit hours) with cumulative and graduation grade point average (GPA) of at least 2.00.
- _____ 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.
- _____ Residence Requirement: Students must complete at least 5 courses towards the Management Certificate at the University of Lethbridge.

Marketing Concentrations (optional)

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.

a. Marketing Communications

- _____ 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
- _____ ¹New Media 2005 - Design Fundamentals for New Media
- _____ ¹New Media 2010 - Visual Communications for New Media
- _____ New Media 3250 - Media, Advertising, and Consumer Culture
- _____ New Media 3700 - Event and Exhibition Design

b. Socially Responsible Marketing

Two of:

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

Two of:

- _____ International Management 3552 - Sustainable Tourism
- _____ ³International 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
- _____ ²Marketing 3250 - Social Marketing
- _____ ²Marketing 3260 - Not-for-Profit Marketing
- _____ ²Marketing 3290 - Marketing and Society
- _____ New Media 3250 - Media, Advertising, and Consumer Culture

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.



Recommended Course Sequence

Shown below is the recommended sequence of courses for your degree. Consult timetables for course offerings, prerequisites, and corequisites before registering each term as some courses may have limited offerings (ie. once a year, alternating years, or only offered in the Fall or Winter terms). Consult with an Academic Advisor in your faculty if you wish to alter this sequence with regard to the specifically listed courses.

Note that this sequence was prepared based on course scheduling at the time of publication and may change during your studies.

Fall Admission

Term 1 (Fall)

Economics 1010
Marketing 2020
Statistics 1770

Term 2 (Winter)

¹ Marketing Elective
² One of: Economics 2900 or Statistics 2780
² One of: Writing 1000 or English 1900

Term 3 (Fall)

¹ Marketing Elective
Marketing 3210
Marketing 3215

Term 4 (Winter)

¹ Marketing Elective
Marketing 3220
³ Marketing 4230

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.
3. Contact a DSB advisor about a prereq waiver before registering for this course.

Final Program Check

Request a Final Program Check at www.ulethbridge.ca/dhillon/final-program-check by December 1 (April completers) or by April 1 (June, August, & December completers) and after registering in your final term.

Program requirements with _____ (majors, minors, concentrations)

will be met upon successful completion of _____ currently enrolled courses

have been met

Advisor: _____ Date: _____

U of L GPA: _____ Grad GPA: _____ Co-op: _____ Honours Thesis: _____
Advisor: _____ Date: _____



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Note that this sequence was prepared based on course scheduling at the time of publication and may change during your studies.

Winter Admission

Term 1 (Winter)

Economics 1010
Marketing 2020
Statistics 1770

¹ One of: Writing 1000, English 1900, or Management 2081

Term 2 (Fall)

² Marketing Elective
Marketing 3210
Marketing 3215

¹ One of: Economics 2900 or Statistics 2780

Term 3 (Winter)

¹ Marketing Elective
¹ Marketing Elective
Marketing 3220
³ Marketing 4230

1. This prerequisite is required above and beyond the 10 courses in the program.
2. Refer to the 'Three of' list in the preceding core requirements.
3. Contact a DSB advisor about a prereq waiver before registering for this course.

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