

DIPLOMA IN MARKETING MANAGEMENT

At a Glance

Faculty

www.kpu.ca/business (<http://www.kpu.ca/business/>)

Area of Study:

www.kpu.ca/business/bachelor-business-administration-marketing-management (<http://www.kpu.ca/business/bachelor-business-administration-marketing-management/>)

Academic Level:

Undergraduate

Credential Granted:

Diploma

Start Date:

Fall (September)

Spring (January)

Summer (May)

Intake Type:

- Open

Minimum Credits Required:

60

Curriculum Effective Date:

01-Sep-2015

Description

The Marketing Management Diploma is a comprehensive program designed to provide a solid, general foundation in this exciting field. Study begins with emphasis on basic business knowledge and skills, and then intensively explores the discipline of Marketing, with emphasis on the job skills and experience that business demands. Projects with local businesses and organizations are also included in order to provide real world experience.

Graduates of this program may also be eligible to continue their business study by pursuing a Bachelor of Business Administration (BBA) degree in Entrepreneurial Leadership, Human Resources Management, or Marketing Management. Many of the courses required for the Marketing Management Diploma are requirements for these BBA degree programs.

Students wishing to progress into a BBA degree should consult with a School of Business advisor for course planning assistance.

Requirements

Admission Requirements

The Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement (<https://calendar.kpu.ca/admissions/english-proficiency-requirements/>), apply to this program.

Declaration Requirements

Students intending to graduate with this Melville School of Business diploma must declare the credential. At the time of declaration, the student must satisfy all of the following requirements:

- In good academic standing with the University
- Completion of a minimum of 15 credits of undergraduate coursework.

Curricular Requirements

Students must complete 60 credits that include the following. The diploma program with Co-operative Education requires an additional 19 credits of Co-op Education credits.

Code	Title	Credits
Business Foundation Courses		
BUSI 1215	Organizational Behaviour	3
BUSI 2390	Business Law	3
BUSI 2405	Operations Management	3
BUSI 2425	Business Diploma Capstone	3
MRKT 1199	Introduction to Marketing	3
Select one of the following groups:		3-6
Group A		
ACCT 2293	Accelerated Introductory Financial Accounting	
Group B ¹		
ACCT 1110	Introductory Financial Accounting I	
ACCT 1210	Introductory Financial Accounting II	
Marketing Courses		
MRKT 2111	Introduction to Digital Marketing	3
MRKT 2333	Fundamentals of Strategic Marketing Management	3
MRKT 2340	Marketing Insights	3
MRKT 2360	Selling and Sales Management	3
MRKT 2401	Introduction to Integrated Marketing Communications	3
Select two electives from MRKT courses numbered 1100 or higher.		6
Breadth Education Courses		
CMNS 1140	Introduction to Professional Communication	3
ECON 1150	Principles of Microeconomics	3
ENGL 1100	Introduction to University Writing	3
Select one of the following:		3
BUQU 1130	Business Mathematics	
MATH 1120	Differential Calculus	
MATH 1130	Calculus for Life Sciences I	
MATH 1140	Calculus I (Business Applications)	
Select one of the following:		3
BUQU 1230	Business Statistics	
CRIM 2103	Quantitative Data Analysis I	
MATH 1115	Statistics I	
PSYC 2300	Applied Statistics	
SOCI 2365	Introduction to Social Research Statistics	
STAT 2342	Introduction to Statistics for Business	

Select two electives from courses numbered 1100 or higher in any area of study except ACCT, BUSI, ENTR, HRMT or MRKT. 6

Total Credits 60-63

¹ Students who choose Group B may require more than 60 credits to graduate.

Credential Awarded

Upon successful completion of this program, students are eligible to receive a **Diploma in Marketing Management**.

Co-op Requirements Co-operative Education

The Marketing Management diploma is offered with a Co-operative Education option. Co-operative Education gives a student the opportunity to apply the skills gained during academic study in paid, practical work experience semesters. Students can complete two work semesters while completing their diploma. Work terms generally occur full-time in separate 4 month work semesters. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

Declaration and Entrance Requirements

- Declaration of Co-op specialization into the Diploma in Marketing Management Program
- Minimum GPA of 2.7
- Maximum 30 credits completed

Work Term and Program Continuance Requirements

Procedures for enrollment in Co-operative Education work terms are outlined in the COOP course descriptions. Conditions for continuance in the program are:

- Completion of COOP 1101 prior to completing 30 credits
- Minimum GPA of 2.7
- Instructor Permission

Co-op Course Requirements

The Co-operative Education designation requires successful completion of the following courses:

Code	Title	Credits
COOP 1101	Introduction to Professional and Career Readiness	1
COOP 1150	Co-op Work Semester 1	9
COOP 2150	Co-op Work Semester 2	9
Total Credits		19

Note: COOP courses must be completed in ascending numerical order. Contact the Co-op office for information about the possibility of part-time work terms. COOP courses may be used only to satisfy the Co-op designation and cannot be used to satisfy other curricular requirements of the program.

Additional Requirements

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements (<https://calendar.kpu.ca/academic-regulations/co-operative-education/>).

Credential Awarded

Upon successful completion of this program with co-operative education, students are eligible to receive a **Diploma in Marketing Management, Co-operative Education Option**.