

Part-time Program Delivery Schedule  
**Marketing Management (MKMN)**  
**Ontario College Graduate Certificate**  
**Fall 2023**

Graduation Requirements: 14 Program Courses

<b>Recommended Course Schedule – THREE courses per semester</b>			
<b>Semester</b>	<b>Course Code</b>	<b>Course Name (all courses are 56hrs)</b>	<b>Term</b>
Sem 1	MKMN1012	Graphic Design	Fall 2023
Sem 1	MKMN1014	Computer Applications for Database Marketing	Fall 2023
Sem 1	MKMN1015	Database Marketing Strategies	Fall 2023
Sem 2	MKMN1020	Ethics and Entrepreneurship	Winter 2024
Sem 2	MKMN1021	Social Customer Relationship Management	Winter 2024
Sem 2	MKMN1019	International Marketing Management	Winter 2024
Sem 2	MKMN1023	Direct and Interactive Marketing	Summer 2024
Sem 2	MKMN1018	Data Analytics and Data Mining	Summer 2024
Sem 1	MKMN1017	Fundamentals of Economics and Finance	Fall 2024
Sem 1	MKMN1016	Applied Marketing Research	Fall 2024
Sem 1	GBMT1007	Project Management	Fall 2024
Sem 1	MKMN1013	Advertising, Promotion, and Public Relations	Winter 2025
Sem 2	BGMT1012	Training and Development for Business Leaders	Winter 2025
Sem 2	MKMN1022	Marketing Management Capstone Project	Winter 2025

\*Please note this schedule subject to change\*

Start in **September:**

3 courses in most semesters – finish in 1.5 years (5 semesters)

Fall-Winter-Summer-Fall-Winter

Fall 2023 to Winter 2025

 TWO courses every semester on next page 

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Sem 1	MKMN1012	Graphic Design	Fall 2023
Sem 1	MKMN1014	Computer Applications for Database Marketing	Fall 2023
Sem 1	MKMN1015	Database Marketing Strategies	Winter 2024
Sem 1	MKMN1017	Fundamentals of Economics and Finance	Winter 2024
Sem 2	MKMN1020	Ethics and Entrepreneurship	Summer 2024
Sem 2	MKMN1021	Social Customer Relationship Management	Summer 2024
Sem 1	GBMT1007	Project Management	Fall 2024
Sem 1	MKMN1016	Applied Marketing Research	Fall 2024
Sem 2	MKMN1019	International Marketing Management	Winter 2025
Sem 2	MKMN1023	Direct and Interactive Marketing	Winter 2025
Sem 2	MKMN1018	Data Analytics and Data Mining	Summer 2025
Sem 2	BGMT1012	Training and Development for Business Leaders	Summer 2025
Sem 1	MKMN1013	Advertising, Promotion, and Public Relations	Fall 2025
Sem 2	MKMN1022	Marketing Management Capstone Project	Winter 2026

\*Please note this schedule subject to change\*

**Start in September:**

2 courses per semester – finish in under 3 years (8 semesters)

Fall-Winter-Summer -Fall-Winter-Summer-Fall-Winter

Fall 2023 to Winter 2026

**Questions?**

Marketing Management Coordinator

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