

Business Administration - Marketing



Program Locations:	Peterborough
Program Code:	BAA
Co-ordinator:	Russell Turner
Credential:	Ontario College Advanced Diploma
Start Dates:	September 04, 2012 - January 07, 2013
Tuition Fees:	\$1,864.70 per semester. Tuition and fees subject to change.

The Marketing program provides students with the critical skills to identify business opportunities through researching and assessing customers, competitors and the overall marketplace.

Program Highlights

The program combines experiential learning opportunities with courses covering all areas of marketing practice and strategy, including:

- International Marketing
- Direct/Internet marketing
- Marketing research
- Sales
- Product management
- Advertising
- Promotion
- Consumer behaviour

There is no shortage of enthusiasm or expertise in the classroom, as your professors have worked in marketing and are passionate about their work.

The entire 6th semester is an in-depth Applied Learning Project. Students also have the opportunity to complete the 6th semester at Universidad del Valle de Mexico near Mexico City.

Why Choose Fleming

Fleming's Marketing program focuses on real-life marketing challenges in a globalized world. The program is an applied educational experience. For example, you will use case studies from actual businesses in several of your courses. In the 6th semester, Applied Projects course you will take on the roll of a marketing consultant for a corporate or non-profit client. Throughout the project you will be guided by a faculty mentor to meet your client's objectives. Through these experiences, you will acquire a broad skill set to make you more qualified and increase your opportunities for employment. Our marketing faculty are accessible, approachable, and ready to work with you on concerns or goals for the future.

This program will prepare you for a career in today's ever-changing world. The **EDGE** focus within the Faculty of Business, Computing and Hospitality is founded on 4 principles:

- **Environmental Responsibility:** Learn how to contribute to a sustainable future. Ensure your career leaves a

green footprint.

- **Diversity:** Work with a variety of people from faculty, administration, students and members of the community. Learn how to be creative and innovative.
- **Global Perspective:** Learn to compete on a level playing field in the global market.
- **Experience:** Gain real experience in your field through case studies, simulations, placements and applied projects.

Develop your **EDGE** at the Faculty of Business, Computing and Hospitality.

Got a degree or diploma already? You may be able to transfer credits and earn your diploma in less than three years. Contact the program co-ordinator for more information.

Is this You?

Marketing specialists tend to be:

- Outgoing, creative thinkers
- Persuasive communicators
- Able to work well in groups
- Able to work well under pressure and to deadlines
- Able to juggle many projects simultaneously
- Able to see both the big picture and the details.

Career Opportunities

Marketing graduates are versatile and go on to careers in marketing, advertising, sales or public relations. Some of these positions include:

- Sales representative or manager
- Advertising Agency account executive
- Customer service representative
- Marketing research analyst
- Marketing manager
- Internet marketing specialist
- Direct marketing specialist
- Marketing consultant
- Advertising analyst

Minimum Admission Requirements

OSSD with the majority of credits at the College (C) and Open (O) level, including:

- 2 College (C) English courses (Grade 11 or Grade 12)
- 1 College (C) Math course (Grade 11)

When (C) is the minimum course level for admission, (U) or (U/C) courses are also accepted.

Recommended (but not required for admission):

- Grade 12 College (C) Math

Mature Students

If you are 19 years of age or older before classes start, and you do not possess an OSSD, you can write the Canadian Adult Achievement Test to assess your eligibility for admission. Additional testing or academic upgrading may be necessary to meet specific course requirements for this program.

NOTE: students starting in January are required to attend classes over the summer semester.

Related Programs

In only 2 semesters, you can add a post-graduate certificate in Event Management to your Marketing diploma and expand your career options.

Additional Costs

Approximately \$1,000 per year for books and supplies.

Transfer Agreements

We are committed to providing students and graduates with flexible options to get maximum recognition of their college studies. Through joint programs and transfer agreements with the following universities, you can apply the learning you acquire at Fleming College to earn a related degree in less time, and at less cost.

- Athabasca University
- Australian Catholic University National
- Griffith University, Queensland, Australia
- Lakehead University
- Laurentian University
- Northwood University
- Ryerson University
- Trent University
- University Canada West
- University of Lethbridge
- University of Lethbridge
- University of Ontario Institute of Technology
- University of Windsor

Curriculum for Business Administration - Marketing

Semester 1

Code	Course Name	Hours
ORGB 3	Business Essentials - A Survival Course	45
COMM 78	College Communications for Business and Hospitality Professionals	37
ACCT 72	Introductory Accounting	45
COMP 345	Introductory Computing	45
MKTG 14	Marketing	45
MATH 11	Math Fundamentals for Business Studies	45

Semester 2

Code	Course Name	Hours
MGMT 159	Cash and Investment Decisions	45
COMM 148	Communicating at Work for Business and Hospitality Professionals	45
MGMT 7	Human Resources Administration	45
INTL 4	International Trade	45
BUSN 20	Operations Management	45
ORGB 13	Developing Effective Teams	45

Semester 3

Code	Course Name	Hours
MKTG 8	Effective Sales Techniques	45
BUSN 11	International Business	45
MKTG 107	Presentations and Creativity	45
BUSN 13	Macroeconomics	45
GENED	General Education Elective	
Choose ONE of:		
MKTG 5	Consumer Behaviour	45
ORGB 7	Contemporary Management Skills	45
BUSN 61	New Ventures	45
LANG 11	Spanish I	45

Semester 4

Code	Course Name	Hours
MGMT 66	Corporate Social Responsibility: Ethical Conduct of Business	45
MKTG 12	Internet/Direct Marketing	45
MKTG 17	Marketing Communications	45
BUSN 18	Microeconomics	45
Choose ONE of:		
MATH 46	Business Statistics and Quantitative Methods	45
MGMT 139	Enterprise Resource Planning	45
MKTG 108	Market Assessment and Export Management	45
MKTG 27	Retail Essentials	45
LANG 12	Spanish II	45
MGMT 18	Training and Development	45

Semester 5

Code	Course Name	Hours
COMM 6	Communications - Report Writing	45
MKTG 7	Design and Layout	45
MKTG 19	Marketing Plans	45
MKTG 20	Marketing Research	45
Choose ONE of:		
MKTG 11	International Marketing	45
LANG 15	Spanish/English for Business	45

Semester 6

Code	Course Name	Hours
APST 98	Applied Project (BAA)	350

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