



Certificate in Applied Marketing

Looking for a Career in Marketing?

If you are creative, possess good analytical and communications skills and have a good understanding of people, a career in marketing may be a good choice for you.

Today, successful organizations are measured by their ability to identify and satisfy the needs of their target market in a highly competitive environment. The essential aims of marketing operations are to determine the needs of the market, translate these needs into products, services or ideas and convert the demand for them into a desired response. To be successful in this field, you will be required to understand customer needs, product development, communication and pricing strategy as well as where to market goods and services.

The rise in online retailing over the next few years will require an understanding of the field of e-business and how to respond to international markets and cultures. Those pursuing a career in marketing research will be sought after as businesses become more and more competitive and the need for accurate and reliable data becomes crucial to giving companies that competitive edge.

As a marketing professional, you may be working in any of the following areas in for profit and non-profit organizations.

- Corporate Marketing
- Marketing Research
- Sales and Retailing
- Brand or Product Marketing
- Advertising
- Physical Distribution
- Online Retailing – E-Commerce
- Customer Service Management

Careers in marketing not only include the corporate world but are more and more prevalent in the non profit area. These may include: the arts, culture, education, community development, environmental groups, foundations, government, health and social services, international aid and registered charities.

How can a McGill Program help prepare you for a Career in Marketing?

- Our programs will help you develop your skills and focus your abilities and aptitudes on the different aspects of marketing.
- Our courses will give you an overview of a range of marketing functions so that you can generate initiatives of your own and contribute to corporate decisions as a valued member of an organizational team.
- Our marketing programs will introduce you to theories and concepts of marketing, provide an opportunity to apply these in practical situations, and introduce you to professionals working in the field who will present up-to-date best practices.
- Our marketing programs will provide basic knowledge of the marketing field that will allow you to aspire to entry-level positions in business, industry and no-for-profit organizations.

The Program

The Certificate in Applied Marketing is a 30-credit program which consists of 10 required courses.

Classes are offered once a week for 13 weeks and are generally from 6 p.m. to 9 p.m. Courses can be taken in the Fall, Winter, Spring and Summer sessions. Classes in the Spring and Summer sessions may be given in less than 13 weeks. Not all courses are offered every semester.

The certificate's program requirements are:

10 Required courses (30 credits):

- CMRK 200 Fundamentals of Marketing
- CMRK 225 Marketing Statistics and Research
- CMRK 230 Personal Selling and Customer Services
- CMRK 235 Digital Media Marketing
- CMRK 320 Principles of Consumer Behaviour
- CMRK 321 Integrated Marketing Communications
- CMRK 322 Basics of Service Marketing
- CMRK 325 Global Marketing
- CMRK 430 Marketing Applications
- CPRL 221 Professional Communication and Networking

Note: All courses are 3 credits unless otherwise stated.

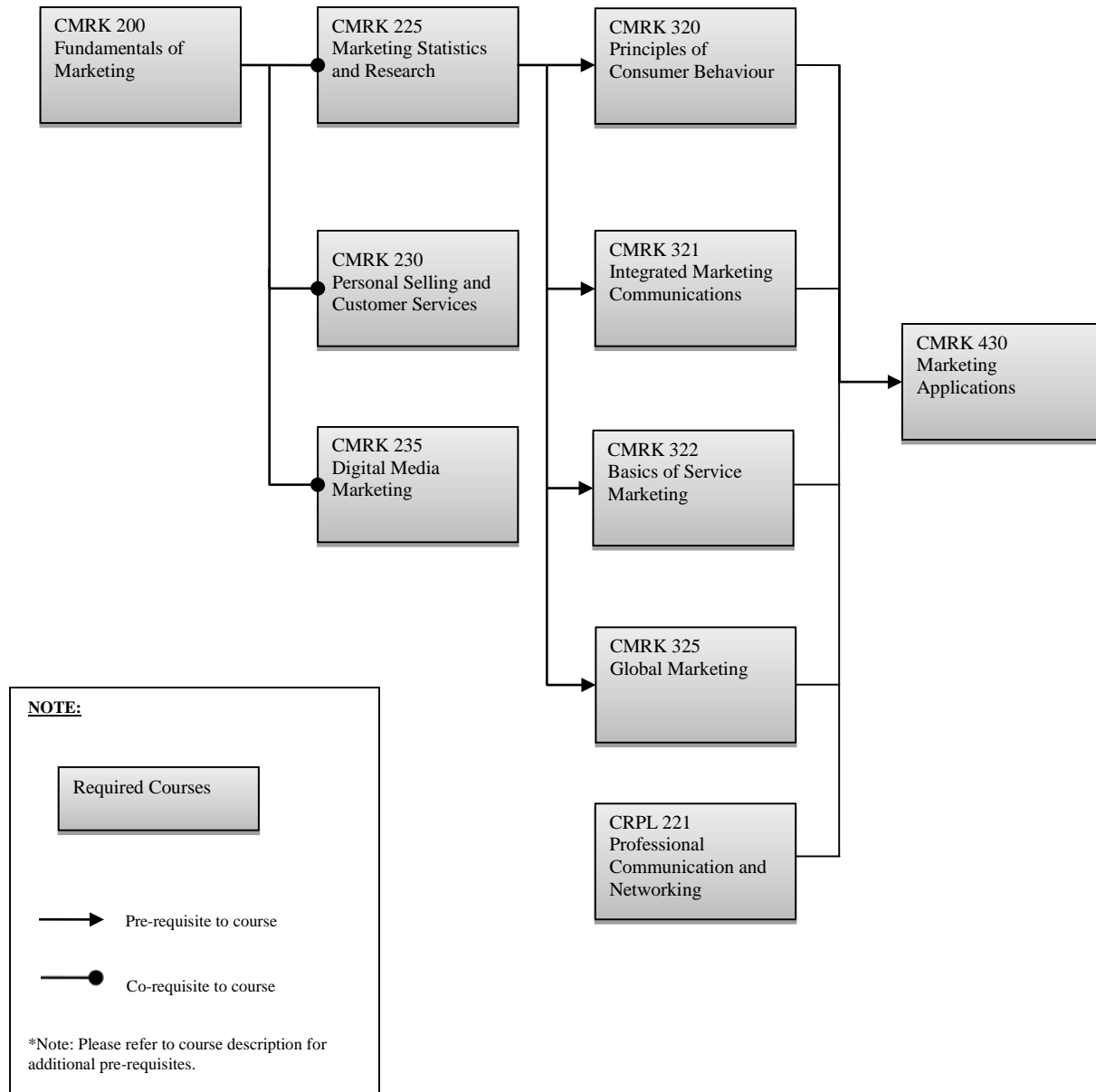
IMPORTANT NOTE:

This program is EFFECTIVE as of Fall 2013.

If you were admitted PRIOR to Fall 2013, please follow the STUDY PLAN which you were provided with at the time of your admission.

Course Sequence

Certificate in Applied Marketing



To obtain information on course offerings, please refer to the interactive timetable at:
https://cce.mcgill.ca/timetable/C_AMRK_AMG.htm

Course Descriptions

CMRK 200 Fundamentals of Marketing

(3 credits)

Pre-requisite:
None

Fundamental theories and principles of strategic marketing. Role of the marketing professional in the corporate environment. Applications of marketing practices to new businesses. Development of a marketing plan.

CMRK 225 Marketing Statistics and Research

(3 credits)

Corequisite:
CMRK 200 Fundamentals of Marketing

Basic statistics for marketing research. Qualitative and quantitative data collection techniques, traditional and digital. Use of secondary on-line data: determining reliability, interpretation, analysis.

CMRK 230 Personal Selling and Consumer Behaviour

(3 credits)

Corequisite:
CMRK 200 Fundamentals of Marketing

Introduction to theories and practices of personal selling and delivery of effective customer service. Relationship, product, customer and presentation strategies. Measurement of service quality, feedback, conflict resolution, and management of customer expectations.

CMRK 235 Digital Media Marketing

(3 credits)

Corequisite:
CMRK 200 Fundamentals of Marketing

Electronic marketplaces and their evolving role in Internet business. New channels of marketing, including social media, advertising and communication. Planning, executing, and managing e-commerce. Web analytics, customer analysis, search engine optimization, search engine marketing and issues of permission and privacy.

CMRK 320 Principles of Consumer Behaviour

(3 credits)

Pre-requisite:
CMRK 200 Fundamentals of Marketing and CMRK 225 Marketing Statistics and Research

Foundational and emerging concepts of consumer behavior. Perception, learning, attitude formation and change, decision-making, social influences, motivations, values, lifestyle, geo-demographics and the dynamics of reference groups in social media. Ethical and responsible use of digital marketing tools.

CMRK 321 Integrated Marketing Communication

(3 credits)

Pre-requisites:
CMRK 200 Fundamentals of Marketing and CMRK 225 Marketing Statistics and Research

Marketing communications mix: advertising (in both traditional and digital media), publicity, promotion, creative tactics, direct marketing, marketing-oriented public relations, buzz creation, and sponsorships. Communication theory and ethical practice. Use and effects of social media.

Course Descriptions (cont.)

CMRK 322 Basics of Services Marketing

(3 credits)

Pre-requisites:

CMRK 200 Fundamentals of Marketing and CMRK 225 Marketing Statistics and Research

Differences between marketing of products and of services. Marketing mix for service business.

Balance of supply and demand. Permissible nature of a service in relation to time. Value and quality of services. Managing service operations. Customer satisfaction.

CMRK 325 Global Marketing

(3 credits)

Pre-requisites:

CMRK 200 Fundamentals of Marketing and CMRK 225 Marketing Statistics and Research

Issues faced by businesses when entering and operating in foreign markets: changes in product, pricing, channels, and communications policies. Export marketing in the Canadian context.

CMRK 430 Marketing Applications

(3 credits)

Pre-requisite:

CMRK 200 Fundamentals of Marketing, CMRK 225 Marketing Statistics and Research, CMRK 230 Personal Selling and Customer Services, CMRK 235 Digital Media Marketing, CMRK 320 Principles of Consumer Behaviour, CMRK 321 Integrated Marketing Communications, CMRK 322 Basics of Services Marketing, CMRK 325 Global Marketing and CPRL 221 Professional Communication and Networking

Integrative, capstone course: cultivating skills and techniques required for effective marketing planning. Application of theories and skills learned in previous courses. Situational analysis and problem-solving skills. Cases and marketing simulation. Students must have completed all other required courses in the program, or be in their final semester.

CPRL 221 Professional Communication and Networking

(3 credits)

Pre-requisite:

None

Fundamental theories and practices of communication and networking (internal and external) in the workplace. Writing, speaking, presentation and team interaction skills.

Admission Requirements

To be admitted to an Undergraduate Certificate in Accounting:

- Applicants must hold a CEGEP diploma (DCS, DEC or equivalent) OR
- Applicants who do not have the normal academic background for admission but are 21 years of age and older may be admitted as mature students OR
- Applicants between 18 and 21 years of age who do not have a CEGEP diploma but have at least a high school leaving certificate may be accepted into a qualifying program (a copy of the certificate must be provided).

Admission Procedures

To Apply to the *Certificate in Applied Marketing Online* Please Follow The Steps Listed Below:

Please follow the steps below:

STEP 1:

- Go to <http://www.mcgill.ca/continuingstudies/>
Click on “Apply”
Click on “Undergraduate Programs”

STEP 2:

Verify on the “**Apply for Admission to a Program**” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

STEP 3:

- **Review your Admission Requirements:** Once you have checked your application against all the requirements, you will be ready to apply to the program.
- Before you proceed you will need:
A valid **email address** and a **credit card** (Visa, MasterCard or American Express).

STEP 4:

- Once you are ready to apply online:
Click on “**Click here now**” to bring you to the Application for Admission page.
- Click on the red bold “**Apply Now**” on the Application for Admission page.
(Do **not** apply through “uApply” link).
- Fill in the login information on the “Admissions Login” page and the Biographical Information.
- On the “Apply for Admission” page, fill in the information requested.
NOTE: When asked: “What are you applying for at McGill”, click on “Continuing Studies”
- Select the program you are applying to on the “Program Choice Selection” page.
- Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).

STEP 5:

- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character **PIN (Personal Identification Number)**.
- You will need to use this information to **log into MINERVA** (www.mcgill.ca/minerva) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.

STEP 6:

- Please refer to the website for additional information.
www.mcgill.ca/continuingstudies

Language Requirements

- The **language of instruction** for most courses and programs at McGill is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course.
- Applicants must demonstrate an adequate level of **proficiency in English prior to admission**, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program.
- In all cases, the University reserves the right to require **proof of English** proficiency if it is deemed necessary. For additional information, please click on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/academic-policies/language-policy>

Exemption by Examination

Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully completed the Exemption by Examination test. Otherwise the student must register for the course.

- Please note that the Exemption by Examination test is **not applicable to required or complementary course(s)** within a program.
- You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course).
- If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

You must be admitted into a program or have applied to a program to be eligible to write the Exemption by Examination test. (The test is optional).

For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at:

<http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>

Student Awards and Financial Aid

Note: The amount and number of McGill University's School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and their specifications.

McGill University's School of Continuing Studies Bursaries

The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Scholarships

For a list of McGill Scholarships, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Graduating Prizes

For a list of McGill SCS Graduating Prizes, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards>