Diploma in Applied Marketing

Choosing a Marketing program at McGill University’s School of Continuing Studies?

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-commerce 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
- Advertizing
- Physical Distribution
- Online Retailing – E-Commerce
- Customer Service Management

Careers in marketing not only include the corporate world but also 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, practices and recent developments in the field of marketing, provide you with 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 program helps prepare you for marketing positions in business, industry or not-for-profit organizations, or to make a career change.
The Program

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

Classes are offered once a week for 13 weeks and are generally held 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 diploma's program requirements are:

10 Required courses (30 credits):

- CGM2 520 Sales Management and Negotiation Strategies
- CMIS 549 Digital Media and Search Engine Optimization
- CMR2 542 Marketing Principles and Applications
- CMR2 543 Marketing of Services
- CMR2 548 Processes of Marketing Research
- CMR2 556 Buyer Behaviour
- CMR2 564 Marketing Communications: A Strategic Approach
- CMR2 566 Global Marketing Management
- CMR2 570 Strategic Marketing Planning
- CPL2 510 Communications and Networking Skills

Note: All courses are 3 credits each unless otherwise stated.

Important Note:

This program is Effective as of Summer 2018.

If you were admitted PRIOR to Summer 2018, please follow the Study Plan which you were provided with at the time of your admission.
Diploma in Applied Marketing

**NOTE:**

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<th>Required course</th>
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Pre-requisite to course

Co-requisite to course

* Note: Please refer to course description for additional pre-requisites.

To obtain information on course offerings, please refer to the interactive timetable at:

https://cee.mcgill.ca/timetable/D_AMRK_AMK.htm
Course Descriptions

CGM2 520 Sales Management and Negotiation Strategies (3 credits)
Pre-requisite: None
Application of principles and theories of sales management for large, medium, and small-sized enterprises. Focus on crystallizing a venture’s customer value proposition to develop effective sales strategies to achieve business and marketing objectives. Strategies for personal selling, team selling, and online and offline selling as well as B-to-B and B-to-C models. Business negotiation strategies.

CMIS 549 Digital Advertising and Search Engine Optimization (3 credits)
Pre-requisite: None
Covers the fundamentals of promoting a brand through digital mediums and how to take advantage of earned digital media. Provides an understanding of how paid search, search engine optimization, various forms of digital media planning and placement, social media promotion work and, how to monitor and optimize performance.

CMR2 542 Marketing Principles and Applications (3 credits)
Pre-requisite: None
Covers the different aspects of marketing operations: the marketing concept, the analysis and research of market opportunities, the planning, implementation, and control of the marketing program (Product, Promotion, Distribution, and Pricing). The course focuses on Canadian market environment and Canadian marketing institutions. Lectures and case studies on an individual basis and/or involving team work will be used.

CMR2 543 Marketing of Services (3 credits)
Pre-requisites: CMR2 542 Marketing Principles and Applications and CMR2 548 Processes of Marketing Research

CMR2 548 Processes of Marketing Research (3 credits)
Pre-requisites: None
Comprehensive review of statistics, with emphasis on key issues required to understand and communicate marketing information: descriptive statistics, measures of central tendency, theory of probability, normal distributions, hypothesis testing, correlation and regression. Marketing research: qualitative and quantitative data collection techniques, interpretation of secondary on-line research.

CMR2 556 Buyer Behaviour (3 credits)
Pre-requisites: CMR2 542 Marketing Principles and Applications and CMR2 548 Processes of Marketing Research
This course focuses on the behaviour of the consumer in the marketplace and the research approaches used to gain an understanding of that behaviour. Once sensitized to issues of human behaviour in this context, students develop a deeper understanding of the basic processes specific to consumer behaviour.
Course Descriptions (cont.)

CMR2 564 Marketing Communications: A Strategic Approach (3 credits)
Pre-requisite: CMR2 542 Marketing Principles and Applications and CMR2 548 Processes of Marketing Research
Strategic approach to the integrated marketing communications mix: advertising, promotion, creative, direct marketing, public relations, and sponsorships. Use and effects of social media. Communication theory and ethical issues.

CMR2 566 Global Marketing Management (3 credits)
Pre-requisites: CMR2 542 Marketing Principles and Applications and CMR2 548 Processes of Marketing Research
Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to International marketing and exporting in the Canadian context.

CMR2 570 Strategic Marketing Planning (3 credits)
Planning and decision-making. Strong quantitative component and focus on situational analysis and strategy development. Special attention to the role of marketing strategy in society and on its relevance to the firm, organization, and individual. Case analyses and field work.

CPL2 510 Communication and Networking Skills (3 credits)
Pre-requisite: None
This course will provide students with leadership skills pertaining to communication and networking in the workplace. Topics covered include influencing, appraising situations, business networking, teamwork and delivering effective presentations.
Admission Requirements

To be admitted to the Diploma in Applied Marketing program, students must meet both the academic and language requirements of the program.

Academic Requirements:

1. Students must have a Bachelor’s degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies from a recognized university as approved by Graduate and Postdoctoral Studies.

If your CGPA is lower than the above requirement, please submit the following for consideration with your application and official transcript.

   a. **Letter of Intent**: A letter, 1 to 2 pages in length single-spaced, written in English or French, which addresses the following:
      - basis for interest in the program;
      - your knowledge that would be pertinent to the program;
      - your interest in the field of study and the reasons for applying to our program
      - plans for integrating the training into your current or future career;
      - a description of your professional experience and its relevance, if applicable, to the program
      - awards received or other contributions;
      - any additional information relevant to your application.

   b. **Curriculum Vitae**

   c. **Two Letters of Reference (signed and on letterhead)**: At least one should be from a current or former employer.

   d. **GMAT and/or GRE Test Score Results (optional)**: Submit a copy of the official test score results.

Students are expected to have a working knowledge of word processing and spreadsheets.

Students with a Bachelor’s degree in Commerce (or equivalent) may be able to enroll in a graduate certificate. For more information, please visit: [https://mcgill.ca/continuingstudies/areas-study](https://mcgill.ca/continuingstudies/areas-study)
Admissions Procedures

How to APPLY to the Diploma in Applied Marketing?

Please follow the steps below:

STEP 1:
- Go to https://www.mcgill.ca/continuingstudies/undergraduate-certificates-graduate-certificates-and-diplomas

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 “Apply now” and then it will take 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:
- Once your application has been received and you have access to your Minerva account, you will be able to **upload your supporting documentation**, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).
- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: [https://mcgill.ca/continuingstudies/legal-documents](https://mcgill.ca/continuingstudies/legal-documents).

(If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address below).

STEP 7:
- **Sending official transcripts:** All transcripts received via the upload process are considered unofficial. If transcripts are required for your application, you will also need to have any official transcripts sent directly to McGill University by mail, in a sealed envelope by the educational institution(s) where you studied.

**What is an Official Transcript?**
If you have studied at an institution:
- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
- Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
- **Note:** In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the **Ordre des traducteurs, terminologues et interprètes agréés du Québec** (OTTIAQ - [http://ottiaq.org/](http://ottiaq.org/)).

- You need to request **official transcripts** as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

**Client Services c/o Admissions**
McGill University – School of Continuing Studies
688 Sherbrooke Street West, Room 1125
Montreal, QC
Canada, H3A 3R1
• **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the University has received all of the required documents.

• **Note:** All required documents received by McGill University’s School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.

• **Note:** Transcripts received by McGill University’s School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University’s School of Continuing Studies.
Language Requirements

- The **language of instruction** for most courses and programs at McGill University 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.


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 and successfully passed an equivalent 3 credit course with the requisite grade as per McGill University’s requirements, 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:

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.


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.


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