

Part-time Program Delivery Schedule
Business – Marketing Diploma (BMKN)
Ontario College Diploma
Summer 2024 intake

Graduation requirements: 19 Program Courses, 2 Communications Courses, 3 General Education Courses

Recommended sequence – 2 courses per semester				
Semester	Course Code	Course Name	Term	Available Online
Sem 1	COMMxxxx	Communications Course	Summer 2024	Y
Sem 1	MKTG1000	Introduction to Marketing	Summer 2024	Y
Sem 1	ACCT1000	Financial Accounting Principles 1	Fall 2025	Y
Sem 1	COMP1003	Microcomputer Applications	Fall 2025	Y
Sem 2	MKTG1019	Intro to Marketing Research	Winter 2025	
Sem 1	MATH1002	Mathematics of Finance	Winter 2025	Y
Sem 2	ADVE 1007	Advertising Design Basics	Summer 2025	
Sem 2	ADVE 2005	Pitching the Campaign	Summer 2025	
Sem 3	MKTG 2038	Marketing Performance Management <small>(prerequisite:COMP1003)</small>	Fall 2025	
Sem 3	ADVE 2001	Integrated Marketing Communications <small>(prerequisite: MKTG1000)</small>	Fall 2025	Y
Sem 4	MKTG 1003	Principles of Sales	Winter 2026	Y
Sem 4	MKTG 2041	Applied Digital Marketing	Winter 2026	
Sem 2	MKTG 1017	Digital Marketing <small>(prerequisite: MKTG1000)</small>	Summer 2026	Y
Sem 2	MKTG 1018	Strategic Marketing Planning <small>(prerequisite: MKTG1000)</small>	Summer 2026	
Sem 3	ADVE 2013	Account & Project Management	Fall 2026	
Sem 3	COMMxxxx	Communications Course	Fall 2026	Y
Sem 4	MKTG 2039	Strategic Marketing Leadership <small>(prerequisite: MKTG1018)</small>	Winter 2027	
Sem 4	MKTG 2040	Marketing Research Fieldwork <small>(prerequisite: MKTG1019)</small>	Winter 2027	
Sem 3	ECON 1000	Microeconomics	Summer 2027	Y
Sem 2	GNEDxxxx	General Education	Summer 2027	Y
Sem 4	MKTG2033	Professional Edge	Fall 2027	Y
Sem 3	GNEDxxxx	General Education	Fall 2027	Y
Sem 1	BUSI 1001	Organizational Behaviour	Winter 2028	Y
Sem 4	GNEDxxxx	General Education	Winter 2028	Y

**** Note – courses schedule subject to change ****

Registration opens April 15, 2024

ONLINE course listing			
Semester	In-class course	Online Equivalent	Term
Sem 1	BUSI1001 Organizational Behaviour	BUSI1001 Organizational Behaviour	S
Sem 1	MATH1002 Mathematics of Finance	MATH 1002 Mathematics of Finance	F W S
Sem 1	MKTG1000 Introduction to Marketing	MKTG1000 Introduction to Marketing	F W S
Sem 2	MKTG1017 Digital Marketing	MKTG2045 Digital Marketing	F W S
Sem 4	MKTG2033 Professional Edge	MKTG2043 Professional Edge (ODE)	F W S
Sem 1	COMP1003 Microcomputer Applications	COMP1003 Microcomputer Applications	F W S
Sem 1	ACCT1000 Financial Accounting Principles 1	ACCT1000 Financial Accounting Principles 1	F W S
Sem 3	ADVE2001 Integrated Marketing Communications	MKTG 2016 Integrated Marketing Communications One (ODE)	F W S
Sem 4	MKTG1003 Principles of Sales	MKTG 1014 Personal Selling (ODE)	F W S
Sem 3	ECON1000 Microeconomics	ECON1004 Microeconomics (ODE)	F W S
Sem 4	GNEDxxxx General Education		F W S
Sem 3	COMMxxxx Communications Course		F W S

Questions?

Business – Marketing Diploma Coordinator
 Debbie Kilfoyle
debbie.kilfoyle@georgiancollege.ca

Part-time Studies Manager
 Jenny Wilcox
Jenny.wilcox@georgiancollege.ca