

## Certificate in Marketing

166 Bedford Highway, Halifax, NS, B3M 2J6 902-457-6788

Student name: \_\_\_\_\_ Student number: \_\_\_\_\_  
 Faculty advisor: \_\_\_\_\_ Date: \_\_\_\_\_

### Certificate Admission:

Students can enroll in the Certificate in Marketing program as a separate program or concurrently with another Mount Program. Both the certificate and degree may be taken concurrently. If taken concurrently, the Principles Governing the Awarding of Multiple Credentials will be in effect. If not earned concurrently, the University regulations regarding a second credential will be in effect.

Admission requirements for the Certificate in Marketing program are the same as for the Bachelor in Business Administration. Please refer to academic calendar.

The objective of the Certificate in Marketing is to give the student who is interested in marketing a good foundation in the field.

The certificate may be completed through distance learning on a part-time or full-time basis.

The following courses are required to complete the Marketing Certificate program. Please check off each course as you complete it. Also, check off any transfer credits you have been given upon entering the program by putting a "T" in the space beside the course.

√	Course Requirements		Units
	BUSI 1112	Introduction to Business Administration	0.5
	BUSI 2230	Principles of Marketing	0.5
	BUSI 2231	Applied Marketing	0.5
	BUSI 3331	Consumer Behaviour	0.5
	BUSI 4430**	Marketing Research	0.5
	MATH 2208*	Introduction to Probability and Statistics I	0.5
	MATH 2209*	Introduction to Probability and Statistics I	0.5
	Marketing elective (see attached list)		0.5
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	Arts/Science elective		0.5
	Free elective		0.5
<b>Total Units</b>			<b>6.0</b>

\* These courses are currently required as prerequisites for BUSI 4430.

\*\* Students in the BBA program are expected to take BUSI 4430. Students in other disciplines can substitute BUSI 4430 with one of the following courses: NUTR 3313, PSYC 2209, MATH 2284, PBRL 3016, THMT 3312 or SOAN 3512.

Some electives may have additional prerequisites. Not all of the electives listed in the calendar are offered every year. Students should carefully plan their electives and seek information from their academic advisor about the scheduling of elective courses.

<b>Marketing Electives</b>	
BUSI 2202	Communications Management
BUSI 3332	Retailing Management
BUSI 3333	Advertising
BUSI 3334	Sales Management
BUSI 3336	Direct Marketing
BUSI 3337	Services Marketing
BUSI 3338	Not-for-Profit Marketing
BUSI 4400	Business Policy (major only)
BUSI 4432	International Marketing
BUSI 4433	Marketing Issues Seminar
BUSI 4434	Marketing Strategy
PBRL 1010	Foundations of Public Relations

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Courses that do not count as Arts/Science electives in the BBA degree, certificate or diploma include:

- Applied Human Nutrition (NUTR)
  - Business Administration (BUSI) unless crosslisted with Political Studies (POLS) or Women's Studies (WOMS)
  - Economics unless crosslisted with Political Studies (POLS)
  - Information Technology (INTE) unless crosslisted with Computer Studies (CMPS)
  - Public Relations (PBRL) unless crosslisted with Communications (COMM)
  - Tourism and Hospitality Management
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