

MARKETING (CERT. D'ÉTUDES SUP.) (15#CRÉDITS)

Offered by: Global & Strategic Comm.

Degree: Graduate Certificate in Marketing

Program Requirements

Le certificat d'études supérieures en marketing de 15 crédits présente les compétences de base du marketing, notamment l'évolution des principes et de la théorie du marketing, la segmentation du marché, les études et les rapports marketing, la gestion du marketing numérique, les compétences en communication et en présentation, les ventes et la négociation et le marketing des services.

Required Courses (9 credits)

Expand allContract all

Course	Title	Credits
CMR2 642	Marketing Principles and Applications.	3
CMR2 648	Marketing Research and Reporting.	3
CMR2 650	Digital Marketing Management.	3

Complementary Courses (6 credits)

6 credits from:

Expand allContract all

Course	Title	Credits
CGM2 520	Sales Management and Negotiation Strategies.	3
CMR2 643	Marketing of Services.	3
CPL2 610	Practical Communication and Presentation Skills .	3
CPRL 610	Public Relations Fundamentals and Theory .	3
CPRL 644	Integrated Digital Communications.	3

Or any other 600-level course offered by the School of Continuing Studies approved by the academic unit.