



THE UNIVERSITY OF  
**WINNIPEG**

Professional, Applied and  
Continuing Education

# MARKETING MANAGEMENT

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GRADUATES OF THIS PROGRAM EARN 3 CREDENTIALS  
**MARKETING MANAGEMENT DIPLOMA**  
**DIGITAL & SOCIAL MEDIA MARKETING CERTIFICATE**  
**MANAGEMENT CERTIFICATE**

Set yourself apart in the field of marketing with a solid theoretical foundation and a blend of marketing tools, systems, and strategies to add economic value to any organization. Graduates give their employers the competitive edge in market-driven economies using their marketing strategy knowledge to create customer value.



**CAROLINA REYES RODRIGUEZ**  
*ECBVerdyol, Marketing Coordinator  
Class of 2019*

## DURATION

24 MONTHS FULL TIME

## PROGRAM FEE

\$ 14,050 DOMESTIC  
\$24,480 INTERNATIONAL  
+ \$2500- \$3000 Textbooks & Supplies  
*Laptop Required*  
*Fees in Canadian Dollars and subject to change.*

## START MONTH

JANUARY  
SEPTEMBER

**WE TRANSFORM CAREERS** We build professional development opportunities into your program. With Career Hubs, resume and job-search courses, industry speakers, a mentorship program, and internship opportunities with more than 450 partners across Winnipeg, our students get a head-start in the job market.



## PROGRAM FEATURES

- » Membership with Industry Association - IABC
- » Specialized Curriculum for High-Growth Industries
- » Internship Placement\*
- » CIM Professional Designation-Aligned Program Content
- » Industry-Recognized Instructors
- » Adobe Creative Cloud & SPSS software
- » Comprehensive Orientation Week

*\*Subject to eligibility*



## INTERNSHIP

Internships provide a pathway to a wider network of industry contacts and offers students a chance to try out potential employers. Internships provide students with an opportunity to further develop their professional skills, while gradually increasing work responsibilities under the guidance of a seasoned practitioner.



## CAREER PATHS

Graduates have established exciting careers in the following areas:

- » Marketing Manager
- » Marketing Coordinator
- » Marketing Director
- » Marketing Specialist
- » Marketing Sales
- » Advertising Coordinator

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## MARKETING MANAGEMENT COURSES

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| <ul style="list-style-type: none"> <li>» Advertising Fundamentals</li> <li>» Applied Consumer Behaviour Fundamentals</li> <li>» Basic Grammar &amp; Editing</li> <li>» Business Fundamentals</li> <li>» Corporate Sponsorship</li> <li>» Cultural Dimensions &amp; Environmental Influences</li> <li>» Customer Relationship Management</li> <li>» Digital &amp; Social Media Marketing</li> <li>» Digital Advertising &amp; Email Marketing</li> <li>» Digital Content &amp; Storytelling</li> <li>» Digital Marketing Analytics</li> <li>» Digital Marketing Strategy</li> <li>» Emerging Trends in Digital Marketing Seminar A</li> <li>» Emerging Trends in Digital Marketing Seminar B</li> <li>» Emerging Trends in Digital Marketing Seminar C</li> <li>» Effective Oral Communication</li> <li>» Effective Written Communication</li> </ul> | <ul style="list-style-type: none"> <li>» Essential Skills for Managers</li> <li>» Ethics &amp; Corporate Social Responsibility</li> <li>» Financial Fundamentals</li> <li>» Graphic Design for Non-Designers I &amp; Lab</li> <li>» Graphic Design for Non-Designers II &amp; Lab</li> <li>» Graphic Design for Non-Designers III &amp; Lab</li> <li>» <b>Indigenous Perspectives*</b></li> <li>» Marketing Fundamentals</li> <li>» Marketing Research &amp; Lab</li> <li>» Negotiating &amp; Influencing Skills</li> <li>» Organizational Behaviour</li> <li>» Professional Sales Strategies &amp; Techniques</li> <li>» Project Management Fundamentals</li> <li>» Public Relations Fundamentals I</li> <li>» <b>Resume Building &amp; Job Search Techniques*</b></li> <li>» Strategic Marketing &amp; Planning</li> <li>» <b>Writing for Academic Success*</b></li> </ul> |
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*\*Courses specialized for the Canadian market*

*Program content is subject to change based on local job market requirements*

FOR MORE INFORMATION [PACEFT@UWINNIPEG.CA](mailto:PACEFT@UWINNIPEG.CA)

APPLY ONLINE [PACE.UWINNIPEG.CA](http://PACE.UWINNIPEG.CA)