



MARKETING MANAGEMENT DIPLOMA PROGRAM

DURATION

416 Hours of Study Part-Time

STARTING

Fall, Winter or Spring Terms

TUITION

\$6,220 (approximation)

Tuition fees are paid for at time of course registration and vary according to individual course and delivery mode of course (in-class or online) Please check the PACE website for details.

BLENDED LEARNING OPTION

This program can be completed through in-class learning, or through a blend of both in-class and online learning.

Marketing Management Diploma Program

In our digital world, marketers need a much wider range of skills than ever before. Globalization, rapid technological advancements, and eCommerce are just a few of the new challenges industry faces today. The growth of social media adds to the complexity of marketing-related positions, increasing the demand for savvy professionals in this field.

Getting Started

• To attend a class:

Use the “Register Now” feature on the PACE website to register online for a course through our instant enrolment process or go in-person to the PACE Registration Office.

• To enroll in a program:

Submit a completed Application for Admission Form to the PACE Registration Office

Courses begin at various times throughout the year. It's never too late to get started. Check our website for the latest offerings and application forms.

Who Should Take This Program

This program is for individuals interested in:

- Enhancing their existing work experience with marketing skills and knowledge.
- Exploring a change in employment focus.
- Gaining a formal credential in marketing.
- Managing the marketing area in their organization.
- Moving into a marketing position.
- Pursuing a program of professional development leading to a formal diploma.

Program Duration

Admitted students have up to five years to complete the program requirements and may choose to fast-track their studies by taking more than one course per term.

Articulation for Credit

Graduates of this program may be eligible for equivalent course credits towards an undergraduate degree at The University of Winnipeg. Please refer to the PACE website, Pathways to Degrees page for details.

Tuition

\$6,220 Approximate cost of program

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Career Opportunities

- Marketing Manager
- Social Media Coordinator
- Digital Marketing Executive
- Marketing Account Specialist
- Marketing Associate
- Market Researcher
- Marketing Communications Specialist

Program Planning Tool

Please refer to the PACE website to access the Program Planning Tool. This tool allows you to create an individualized learning plan or to determine how many courses you have left until program completion.

Outcomes

Upon completion of this program, students should be able to:

- Develop strategic marketing plans for different types of organizations;
- Lead the product innovation process and generate growth opportunities by analyzing consumer needs and focusing on the factors that drive their needs;
- Plan and coordinate successful marketing campaigns, prepare promotional calendars, and create effective marketing collateral;
- Optimize social media platforms to maximize online presence, generate leads and build brand identity;
- Manage an organization's online presence, create/curate online content, and enhance the user website experience;
- Use a variety of marketing analytics to measure success.

Curriculum

The program consists of three components: the core courses, elective courses and Professional Edge Seminars. All courses are 36 hours, unless otherwise noted.

Required Courses (237 hours)

- Learning Techniques (3 hours)
- Effective Oral Communication **OL**
- Effective Written Communication **OL**
- Business Fundamentals **OL**
- Marketing Fundamentals **OL**
- Marketing Math (18 hours)
- Financial Fundamentals
- Strategic Marketing and Planning **DT**

Elective Courses (144 hours)

Complete 2 of the following courses (72 hours)

- Customer Relationship Management **DT**
- Corporate Sponsorship **DT**
- Marketing Research **DT**
- Web Marketing Communications **DT**
- AND 2 of the following courses (72 hours)**
- Advertising Fundamentals **DT**
- Understanding the Design Process **DT**
- Project Management Fundamentals **OL**
OR Event Management DT

Professional Edge Seminars (35 hours)

Completion of five one-day seminars or a combination of one- and two-day seminars.

OL Available online

DT Available during the day only (9:00am-4:00pm)

TO APPLY: ApplyToPACE@uwinnipeg.ca

FOR MORE INFORMATION: PACEpt@uwinnipeg.ca

MAILING ADDRESS: University of Winnipeg PACE | 515 Portage Avenue | Winnipeg, MB | R3B 2E9 | Canada

LOCATION: Buhler Center | 460 Portage Avenue (at Memorial Boulevard) | Winnipeg, MB