



THE UNIVERSITY OF
WINNIPEG

Professional, Applied and
Continuing Education

Marketing Management

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
Ricki's, Marketing Specialist
Class of 2019

Duration

24 months full time

Program Fee

\$ 14,050 Domestic
\$24,680 International
+ \$2,500- \$3,000 Textbooks &
Supplies

Laptop Required

*Fees in Canadian Dollars and sub-
ject to change.*

Start Months

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

Marketing Management Courses

- » Advertising Fundamentals
- » Applied Consumer Behaviour Fundamentals
- » Basic Grammar & Editing
- » Business Fundamentals
- » Corporate Sponsorship
- » Cultural Dimensions & Environmental Influences
- » Customer Relationship Management
- » Digital Advertising & Email Marketing
- » Digital & Social Media Marketing
- » Digital Content & Storytelling
- » Digital Marketing Analytics
- » Digital Marketing Strategy
- » Emerging Trends in Digital Marketing Seminar A
- » Emerging Trends in Digital Marketing Seminar B
- » Emerging Trends in Digital Marketing Seminar C
- » Effective Oral Communication
- » Effective Written Communication
- » Essential Skills for Managers
- » Ethics & Corporate Social Responsibility
- » Financial Fundamentals
- » Graphic Design for Non-Designers I & Lab
- » Graphic Design for Non-Designers II & Lab
- » Graphic Design for Non-Designers III & Lab
- » **Indigenous Insights***
- » Marketing Fundamentals
- » Marketing Research & Lab
- » Negotiating & Influencing Skills
- » Organizational Behaviour
- » Professional Sales Strategies & Techniques
- » Project Management Fundamentals
- » Public Relations Fundamentals I
- » **Resume Building & Job Search Techniques***
- » Strategic Marketing & Planning
- » **Writing for Academic Success***

**Courses specialized for the Canadian market*

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