



# BETTER JOBS ONTARIO

PROGRAM RESEARCH  
DOCUMENT

**B423**

Marketing Management - Digital  
Media Program (Online)  
(Postgraduate)



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## 1. PROGRAM LOCATION

### 1.1. Program location

Centre for Business / School of Management, St. James Campus,  
200 King St. East, Toronto, ON

### 1.2. [Map and TTC Information](#)

## 2. TRAINING PROGRAM

### 2.1. Program website

Here you will find the following information on the [B423 Program](#):

- Starting dates and duration of the program
- Program description
- Program standards and outcomes
- Program outline and required courses
- Careers and Post-Graduate Study Opportunities
- Tuition and Fees
- Admission Requirements
- Health Policy and allergy information
- Program contact information
- Link to download the program information pdf guide

### 2.2. Course outline

Detailed course outlines can be found at:

[georgebrown.ca/programs/course-outlines](http://georgebrown.ca/programs/course-outlines)

### 2.3. Is a cooperative placement part of the program? If so, how long is the placement?

Yes. One Semester

### 2.4. Describe any other hands-on experiences included in this program

Hands-on experiences include case studies, role plays, experiential self-assessments etc.

### 2.5. Is the curriculum fixed, or is it possible to develop an individual plan?

The program curriculum is generally fixed. In order to graduate from this program, you must successfully complete 14 courses.

### 2.6. How long has the school been offering this program?

George Brown has been helping to launch careers in business and financial services for more than 35 years.

### 3. EMPLOYMENT OUTLOOK

#### 3.1. National Occupational Classification (NOC) occupational group

- a. Professional occupations in advertising, marketing and public relations
- b. Business development officers and marketing researchers and analysts

#### 3.2. NOC Code

- a. 11202
- b. 41402

#### 3.3. NOC TEER

- a. 1
- b. 1

\*Please note that the NOC Code(s) provided are suggested codes, final confirmation/determination will be made by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD)

#### 3.4. What are the labour market conditions for this occupation?

Please check the [George Brown Career Coach website](#) for job/labour market information for this program/career. Career Coach offers current, local information about all jobs in the GTA, including an overview of each profession and a list of currently available positions in a given field. The data are not limited to industries supported by programs offered at George Brown College; however, where we do offer relevant programs, students are presented with options for consideration that lead them into our own program pages.

#### 3.5. Are other licenses or certifications required for this occupation?

No.

#### 3.6. Within the last 3 years, what percentage of students completed this program?

Please contact the program coordinator.  
Blair Smith, Program Co-ordinator  
Email: [Blair.Smith@georgebrown.ca](mailto:Blair.Smith@georgebrown.ca)

#### 3.7. What percentage of students who completed this program are employed in jobs related to the program? Are the jobs full-time, part-time, or contract?

Data shows that 84 percent of graduates are employed, 84 percent of employed graduates are employed in a related field, 82 percent in full time positions. (Graduate Employment Report, 2019-2020 of students who graduated in 2018-2019)

**3.8. Who hires graduates of this program? Who are the employers? (Provide examples)**

Employers of graduates include:

- BMO Nesbitt Burns
- Laurentian Financial Services
- Premier Financial Group
- TD Canada Trust

**3.9. What is the program's/institutions reputation with employers in the industry/sector?**

In Toronto, no one is more connected with the needs of the financial sector than George Brown's Centre for Financial Services. We work hand-in-hand with the biggest players and leading industry associations to design unique programs that prepare you for a wide range of career opportunities.

With regard to the College in general, in a 2006 Environics poll on post-secondary institutions in Ontario, Greater Toronto Area residents (who themselves or whose family members are in college or are college-bound) name George Brown the province's "best college." Most respondents, when asked which college they would attend, make George Brown their top pick. (The next most popular college trails George Brown by almost 10 points).

**3.10. Can I contact current students or graduates of the program?**

The college cannot give out contact information for current students or graduates.

Student testimonials are available on the [School of Business webpage](#)

## **4. ADMISSION/ENTRANCE REQUIREMENTS**

**4.1. Admission/Entrance Requirements**

Please see the [B423 program webpage](#) for more information on admission requirements for this program.

Please visit [George Brown College Admissions webpage](#) for more information on:

1. How to apply
2. Admission and Placement Assessments
3. Admissions Policies and FAQs
4. Entry Advising Services

## 5. COSTS

### 5.1. What is the tuition cost?

Semesters 1 and 2: \$4,566.00

Coop Term: \$500.00

Total: \$5,066.00 (2024-25)

### 5.2. Must additional supplies be purchased through the training institution?

No

### 5.3. What is the cost of books?

\$100.00

### 5.4. Is there an application fee or registration fee?

Yes. Ontario College Application Service (OCAS): \$125.00

International document assessment: \$60.00 plus \$10 (if necessary) for document return.

George Brown College fee deferral: \$500.00