

**- Curriculum Planner -  
B423 – Marketing Management - Digital Media Graduate Certificate  
Start Date: 2022 – 2023**

In order to graduate, you need to complete the following **13** Mandatory courses and **1** Work Experience Term. Work Experience term can be Coop, Internship, Simulation, Consulting, or Research projects. This program is delivered online and for domestic students only.

**SEMESTER 1**

Course Code	Courses (Mandatory)	Pre-requisite
MARK 1044	Search Marketing	NONE
MARK 2037	Database Marketing Strategies	NONE
MARK 4005	Applied Business Communication	NONE
MARK 4019	Fundamentals of Marketing and IMC	NONE
MARK 4022	Content Marketing	NONE
MARK 4023	Paid Media Marketing	NONE
BUS 4000	Work Experience Prep Course	NONE

**SEMESTER 2**

Course Code	Courses (Mandatory)	Pre-requisite
MARK 4029	Digital Media Marketing Seminar Series	NONE
MARK 1051	Social Media Marketing	MARK4022
MARK 1054	Strategic Marketing Project	Successful completion of semester 1
MARK 4021	Analytics for Digital Marketing	MARK 4019
MARK 4020	Owned Media Marketing	MARK1044
MARK 4024	Intro to Omni Channel Marketing	MARK 4019

**Work Experience Term**

Course Code	Courses (Mandatory)	Pre-requisite
COOP 4005 / INTN 4005 / BAWT 4005	Work Experience (Coop) / Work Experience (Internship) / Academic Work Term	BUS 4000