

**BRAND MANAGEMENT
(BMK)**
Graduate Certificate Program

Semester 1

Semester 2

Fall

Winter

Summer

BMK710 - 4 hours
Brand Strategy I

BMK810 - 4 hours
Brand Strategy II

Co-op Work Term
(co-op option only)

BMK711 - 4 hours
Brand Metrics I

BMK811 - 4 hours
Brand Metrics II

BMK713 - 4 hours
Advertising and
Promotion

BMK812 - 4 hours
Integrated Brand
Communications

BMK714 - 1hour
Strategic Project I

MKM915 - 3 hours
Digital Marketing

CRM700 - 4 hours
CRM - Process and
Patterns I

MKM916 - 3 hours
Interactive
Marketing

MKM701 - 4 hours
Applied Marketing
Research

CPP100 - 1 hour
Co-op Professional
Theory (co-op option
only)

CPP200 - 1 hour
Co-op Professional
Practice (co-op option
only)