

**MARKETING MANAGEMENT
(MKM)**
Graduate Certificate Program

Semester 1

Semester 2

Fall/Winter

Winter/Summer

Summer/Fall

CRM700 - 4 hours
CRM - Process and
Patterns I

MKM803 - 4 hours
Integrated Marketing
Communications

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

MKM701 - 4 hours
Applied Marketing
Research

MKM804 - 4 hours
Interactive B2B
Selling

MKM704- 4 hours
Financial Aspects of
Marketing

MKM805- 4 hours
Strategic Marketing
Management

MKM700 - 3 hours
Management Skills

MKM915 - 3 hours
Digital Marketing

MKM706 - 4 hours
Marketing
Fundamentals

MKM916 - 3 hours
Interactive Marketing

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

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