

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

Semester 1

Semester 2

Fall

Winter

Summer

BMK710 - 4 hrs
Brand Strategy I

BMK711 - 4 hrs
Brand Metrics I

BMK713 - 4 hrs
**Advertising and
Promotion**

MKM701 - 4 hrs
**Applied Marketing
Research**

CRM700 - 4 hrs
**CRM - Process and
Patterns I**

BMK810 - 4 hrs
Brand Strategy II
*Pre-req. successful completion
of semester 1*

BMK811 - 4 hrs
Brand Metrics II
*Pre-req. successful completion
of semester 1*

BMK812 - 4 hrs
**Integrated Brand
Communications**
*Pre-req. successful completion
of semester 1*

MKM915 - 3 hrs
Digital Marketing
*Pre-req. successful completion
of semester 1*

MKM 916 - 3 hrs
Interactive Marketing
*Pre-req. successful completion
of semester 1*

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

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

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