

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

*Semester 1*

*Semester 2*

*Fall/Winter*

*Winter/Summer*

*Summer/Fall*

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

**MKM803 - 4 hrs**  
**Integrated Marketing**  
**Communications**  
*Pre-req. successful completion*  
*of semester 1*

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

**MKM701 - 4 hrs**  
**Applied Marketing**  
**Research**

**MKM804 - 4 hrs**  
**Interactive B2B Selling**  
*Pre-req. successful completion*  
*of semester 1*

**MKM704 - 4 hrs**  
**Financial Aspects of**  
**Marketing**

**MKM805- 4 hrs**  
**Strategic Marketing**  
**Management**  
*Pre-req. successful completion*  
*of semester 1*

**MRK718 - 3 hrs**  
**Communicating**  
**Complex Material**

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

**MKM706 - 4 hrs**  
**Marketing Fundamentals**

**MKM916 - 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)