

Strategic Marketing and Marketing Analytics (SMM) Graduate Certificate Program

Semester 1

Semester 2

Fall

MTH724 - 4 hrs
Advanced Statistics

MGM724 - 4 hrs
Applications for Analytics

MGM725 - 3 hrs
Business Metrics

MRK718 - 3 hrs
Presenting Complex Material

MGM721 - 4 hrs
Seminar in Decision Theory

OR

MKM701 - 4 hrs
Marketing Research

CRM700 - 4 hrs
CRM-Process and Patterns I

Term Hours: 22

Winter

MGM723 - 3 hrs
Data Integrity, Organization, Privacy, Security

OPR725 - 3 hrs
Project Management

MRK716 - 3 hrs
Quantitative Analysis of IMC Campaigns

WTP100 - 2 hrs (optional)
Work Term Preparation

MKM805 - 4 hrs
Strategic Marketing Management
Pre-req. MKM701

OPTION

MRK715 - 3 hrs
Advanced Topics in Marketing Analytics
Pre-req. MKM701

OPTION

XXX XXX - 3 hrs
Professional Option

Term Hours: 21

Summer

Work-Integrated Learning Term (optional)

MRK711 - 4 hrs
CRM Software
Pre-req. CRM700

MRK712 - 3 hrs
Applied Data Mining and Modelling
Pre-Req. CRM700

TOTAL Hr: 43

Blue	Common Course
White	Professional Options

Date of Revision: Sept 2018