

166 Bedford Highway, Halifax, NS, B3M 2J6 902-457-6788

Certificate in Marketing 2024/2025

Student name: _____ Student number: _____
 Faculty advisor: _____ Date: _____

The following courses are required to complete the Marketing Certificate program. Please check off each course as you complete it. Also, check off any transfer credits you have been given upon entering the program by putting a "T" in the space beside the course.

√	Course Requirements		Units
	BUSI 1112	Introduction to Business Administration	0.5
	BUSI 2230	Principles of Marketing	0.5
	BUSI 2231	Applied Marketing	0.5
	BUSI 3331	Consumer Behaviour	0.5
**	BUSI 4430*	Marketing Research	0.5
***	MATH 2208*	Introduction to Probability and Statistics I	0.5
***	Math 2209*	Introduction to Probability and Statistics I	0.5
	Marketing elective (see attached list)		0.5
	Marketing elective (see attached list)		0.5
	Marketing elective (see attached list)		0.5
	Arts/Science elective		0.5
	Free elective		0.5
Total Units			6.0

* These courses are currently required as prerequisites for BUSI 4430.

** Students in the BBA program are expected to take BUSI 4430. Students in other disciplines can substitute BUSI 4430 with one of the following courses: NUTR 3311, PSYC 2209, MATH 2284, PBRL 3016, THMT 3312 or SOAN 3512.

*** **Students who pass a Mathematics Placement Test and obtain Chair's approval can take Math 2500 and a free elective in place of Math 2208 and Math 2209**

Some electives may have additional prerequisites. Students should carefully plan their electives as some electives may have additional prerequisites and all of the electives shown are not offered every year.

Courses that do not count as Arts/Science electives in the BBA degree, certificate or diploma include:

- Applied Human Nutrition (NUTR)
 - Business Administration (BUSI) unless crosslisted with Political Studies (POLS) or Women's Studies (WOMS)
 - Economics unless crosslisted with Political Studies (POLS)
 - Information Technology (INTE) unless crosslisted with Computer Studies (CMPS)
 - Public Relations (PBRL) unless crosslisted with Communications (COMM)
 - Tourism and Hospitality Management
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Marketing Electives

BUSI 2202 Communications Management

BUSI 2430 Social Media for Tourism

BUSI 3330 Digital Marketing Analytics for Business and Tourism

BUSI 3332 Retailing Management

BUSI 3334 Sales Management

BUSI 3337 Services Marketing

BUSI 3338 Not-for-Profit Marketing

BUSI 3339 Integrated Marketing Communications

BUSI 3402 / THMT 3402 Destination Marketing Management

BUSI 4400 Business Policy (major only)

BUSI 4432 International Marketing

BUSI 4433 Marketing Issues Seminar

BUSI 4434 Marketing Strategy

PBRL 1010 Foundations of Public Relations

Certificate Admission:

Students can enroll in the Certificate in Marketing program as a separate program or concurrently with another Mount Program. Both the certificate and degree may be taken concurrently. If taken concurrently, the Principles Governing the Awarding of Multiple Credentials will be in effect. If not earned concurrently, the University regulations regarding a second credential will be in effect.

Admission requirements for the Certificate in Marketing program are the same as for the Bachelor in Business Administration. Please refer to academic calendar.

International students wishing to graduate with a Certificate or Diploma in Tourism and Hospitality Management, and later continue on to complete the Bachelor of Tourism and Hospitality Management degree program at MSVU need to meet with your International Student Advisor at the International Education Centre for advice on current immigration considerations prior to making this decision.

The objective of the Certificate in Marketing is to give the student who is interested in marketing a good foundation in the field.

The certificate may be completed through distance learning on a part-time or full-time basis.
