

University of  
Lethbridge



## Program Planning Guide

Name: \_\_\_\_\_

ID: \_\_\_\_\_

Calendar Year: 2022/2023

### Dhillon School of Business Degree Programs:

[www.ulethbridge.ca/dhillon/study/certificates](http://www.ulethbridge.ca/dhillon/study/certificates)

### Academic Calendar:

[www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar)

### High School Admission Requirements:

[www.ulethbridge.ca/ross/admissions/undergrad/high-school](http://www.ulethbridge.ca/ross/admissions/undergrad/high-school)

### Current and Past Program Planning Guides:

[www.ulethbridge.ca/ross/ppgs](http://www.ulethbridge.ca/ross/ppgs)

### Co-operative Education:

[www.ulethbridge.ca/dhillon/student-experience/co-operative-education](http://www.ulethbridge.ca/dhillon/student-experience/co-operative-education)

### Dhillon School of Business Advising:

#### Lethbridge

[www.ulethbridge.ca/dhillon/student-support/advising](http://www.ulethbridge.ca/dhillon/student-support/advising)

[dhillon.advising@uleth.ca](mailto:dhillon.advising@uleth.ca)

403-329-2153

M2060

#### Calgary

[www.ulethbridge.ca/calgary/student-advising](http://www.ulethbridge.ca/calgary/student-advising)

[calgary.advising@uleth.ca](mailto:calgary.advising@uleth.ca)

403-571-3360

Suite S6032, 345 - 6th Avenue SE

Marketing

Management Certificate

This is a planning guide and not a graduation check or guarantee of course offerings. You should have a program check done in your final year of studies. Students are responsible for the accuracy of their own programs. The guide should be used in conjunction with the University of Lethbridge Calendar, which is the final authority on all questions regarding program requirements and academic regulations.

Contact an Academic Advisor ([www.ulethbridge.ca/ross/academic-advising](http://www.ulethbridge.ca/ross/academic-advising)) for advising information.

**Name :** \_\_\_\_\_

**ID :** \_\_\_\_\_

**Program Requirements**

Completion of at least 10 courses (30.0 credit hours) with cumulative and graduation grade point averages of at least 2.00.

**Core Requirements (10 courses)**

- \_\_\_\_\_ Marketing 2020 - Marketing
- \_\_\_\_\_ Marketing 3210 - Consumer Behaviour
- \_\_\_\_\_ Marketing 3215 - Introduction to Marketing Communications and Social Media
- \_\_\_\_\_ Marketing 3220 - Marketing Research
- \_\_\_\_\_ Marketing 4230 - Marketing Management
- \_\_\_\_\_ Economics 1010 - Introduction to Microeconomics
- \_\_\_\_\_ Statistics 1770 - Introduction to Probability and Statistics

**Three of:**

- \_\_\_\_\_ Management 2081 - Professional Communications Skills
- \_\_\_\_\_ Marketing 3205 - Sports Marketing
- \_\_\_\_\_ Marketing 3225 - Brand Management
- \_\_\_\_\_ Marketing 3230 - Retailing Management
- \_\_\_\_\_ Marketing 3240 - Business-to-Business Relationship Sales
- \_\_\_\_\_ Marketing 3250 - Social Marketing
- \_\_\_\_\_ Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ Marketing 3280 - Services Marketing Management
- \_\_\_\_\_ Marketing 3290 - Marketing and Society
- \_\_\_\_\_ Marketing 3806 - Small Business Management
- \_\_\_\_\_ Marketing 3862 - Digital Marketing
- \_\_\_\_\_ Marketing 4215 - Advanced Marketing Communications and Social Media
- \_\_\_\_\_ Marketing 4220 - Cross-Cultural Marketing

**Marketing Concentrations**

If students wish to further specialize within the field of Marketing, they may choose a concentration in Marketing Communications or Socially Responsible Marketing. Concentrations are not required. Students who choose a concentration will replace the 'Three of' requirement above with the courses in the chosen concentration, listed below. Note that completing a concentration may require a student to complete extra courses.

**Notes**

<sup>1</sup> Students should be aware that these courses have prerequisites which may require taking courses extra to their minimum degree requirements. Students are strongly advised to discuss their program with an academic advisor early in their program.  
<sup>2</sup> Students cannot use Marketing 3250, Marketing 3260, and Marketing 3290 to fulfill requirements from both "Two of:" lists.  
<sup>3</sup> The work study placement must have a primary focus on social responsibility, social marketing, or it must be housed within a non-for-profit organization in order to receive credit for the Socially Responsible Marketing Concentration.

Please contact an Academic Advisor before applying to this program for information on course sequencing and possible waivers for equivalent courses already taken.

**Marketing Communications Concentration**

- \_\_\_\_\_ Marketing 3862 - Digital Marketing
- \_\_\_\_\_ Marketing 4215 - Advanced Marketing Communications and Social Media

**Two of:**

- \_\_\_\_\_ Management 3980 - Applied Studies/Field Experience I (with a marketing communications focus)
- \_\_\_\_\_ Management 3990 - Independent Study (with a marketing communications focus)
- \_\_\_\_\_ Marketing 3225 - Brand Management
- \_\_\_\_\_ <sup>1</sup> New Media 2005 - Design Fundamentals for New Media
- \_\_\_\_\_ <sup>1</sup> New Media 2010 - Visual Communications for New Media
- \_\_\_\_\_ New Media 3250 - Media, Advertising, and Consumer Culture
- \_\_\_\_\_ New Media 3700 - Event and Exhibition Design

**Socially Responsible Marketing Concentration**

**Two of:**

- \_\_\_\_\_ <sup>2</sup> Marketing 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3290 - Marketing and Society

**Two of:**

- \_\_\_\_\_ International Management 3552 - Sustainable Tourism
- \_\_\_\_\_ <sup>3</sup> International Management 4640 - Cross-Cultural Work Study (Series)
- \_\_\_\_\_ Management 3710 - Managing Not-for-Profit Organizations
- \_\_\_\_\_ Management 3980 - Applied Studies/Field Experience I (with a not-for-profit organization)
- \_\_\_\_\_ Management 4580 - Environmental Management
- \_\_\_\_\_ <sup>2</sup> Marketing 3250 - Social Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3260 - Not-for-Profit Marketing
- \_\_\_\_\_ <sup>2</sup> Marketing 3290 - Marketing and Society
- \_\_\_\_\_ New Media 3250 - Media, Advertising, and Consumer Culture

Students are responsible for familiarizing themselves with program requirements and regulations outlined in the University of Lethbridge Calendar including, but not limited to:

**Minimum Grade Requirement**

A minimum grade of 'C-' is required in all courses taken towards a Management Certificate.

**Residence Requirement**

Students must complete at least 5 courses towards the Management Certificate at the University of Lethbridge.

**Program Length**

Management Certificate programs are designed to be completed on a part-time studies basis, and many of the certificate courses have prerequisite, corequisite, and/or recommended background requirements that are above and beyond the 10 courses in the program. As a result, completion of this program will take more than one year of study. All certificate requirements must be completed within 5 years after acceptance into the Dhillon School of Business.

