

BRAND MANAGEMENT (BMK)

About the Program

This eight-month graduate certificate program focuses on providing you with the skills and knowledge to develop and execute successful brand strategies in today's consumer-focused digital environment. You will understand all aspects of a brand and then develop a plan to build successful brand equity.

Your learning will be further advanced through a range of instructional styles, case studies and relationship-building with industry professionals through industry/association field work or optional work term.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements.

Skills

Throughout this program you will develop the following skills:

- Develop brand strategies
- Product launch planning
- Business analysis
- Research
- Branding

Work Experience

Optional Work Term

This program offers the option to complete a work term, providing valuable hands-on experience in your field of study.

Students who select the work term stream will have the opportunity to participate in a work term(s) if eligibility requirements are maintained. Students will have the flexibility to transfer to the non-work term stream at any time. The work term(s) is similar in length to an academic semester and is typically a full-time position that may be paid or unpaid. The work term job search is student-driven and participation in the work term stream does not guarantee that a work position will be secured. However, students will receive guidance and support through in-class career workshops and one-on-one coaching to help prepare for the work term.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Your Career

Graduates of the program can explore the following career options:

- Assistant brand manager
- Product manager
- Brand consultant
- Brand strategist
- Assistant marketing manager

You may also find your career on the product and service side of business and marketing.

Affiliations/Associations

- American Marketing Association (AMA)
- Interactive Advertising Bureau of Canada (IAB)
- The Canadian Professional Sales Association (CPSA)
- Canadian Marketing Association (CMA)
- Greater Toronto Marketing Alliance (GTMA)

Our Seneca Agency

Seneca's student-run agency, Studio 67, gives students the opportunity to put theory into practice by working directly with clients on marketing and media projects. You will apply the concepts learned in your courses to design, pitch and execute strategies with real organizations. With this hands-on experience in your repertoire and on your resumé, you will graduate industry ready.

Discover Studio 67 (<https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-marketing/marketing-agency.html>)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BMK710	Brand Strategy I	4
BMK711	Brand Metrics I	2
BMK713	Advertising and Promotion	3
BMK715	Consumer Research and Behaviour	4
BMK716	Digital Marketing I	3
MRK718	Presenting Complex Material	3
Semester 2		
BMK810	Brand Strategy II	4
BMK811	Brand Metrics II	4
BMK812	Integrated Brand Communications	4
BMK816	Digital Marketing II	3
BMK817	Marketing Enabling Technologies	3
WTP100	Work Term Preparation *	1
Work-Integrated Learning Term		
BMK441	Brand Management, Work Term *	30

* Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Develop a brand strategy to meet an organization's consumer and business objectives and build brand equity.
- Evaluate the feasibility of a new product, concept, idea or service opportunity in a local, national or international market using established industry metrics and qualitative assessments.
- Evaluate brand performance through qualitative and quantitative analysis to inform and recommend future strategies.
- Measure brand equity and its financial value to an organization using industry standard methodologies to make evidence-based brand strategy decisions.
- Develop a brand communication strategy, inclusive of digital and social media channels, that is cost-effective and integrates all internal and external communication elements to achieve reach, frequency, and return on investment goals.
- Apply the principles of business values and ethics, and corporate social responsibility to brand marketing strategies and tactics to address issues of inclusivity, diversity, regulatory, legal and privacy and to protect brand and corporate reputation.
- Apply an internal branding framework to ensure successful and consistent application of brand strategies with an organization.
- Apply creative problem-solving skills to complex brand issues and problems.
- Create professional documents and presentations in a variety of formats to effectively communicate brand strategies and tactics to stakeholders.
- Evaluate marketing communication creative and content to ensure it is relevant and engaging with customers while delivering on the brand's strategy.
- Interpret current issues and future trends in the Canadian and International marketplace with respect to consumers, marketing, branding, and emerging marketing technologies.
- Analyze consumer and customer behaviour to gain insights to create brand building strategies and tactics.
- Recommend brand tactics, including product, price, channel, communication and media, to deliver results within brand strategy,

financial, including return on investment (ROI), and organizational requirements.

- Use financial and marketing metrics to analyse, interpret, and improve brand and company performance.

Admission Requirements

- Ontario university or college degree or equivalent with a specialization in a marketing-related discipline
Applicants with an equivalent combination of partial postsecondary and/or three years of related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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