

HONOURS BACHELOR OF COMMERCE – MARKETING (BMRK)

About the Program

Through this four-year degree program, you will be qualified to develop marketing strategies across traditional and emerging digital media and distribution channels, aspiring towards 360-degree customer engagement with campaigns grounded in marketing analytics. Students will study a range of marketing strategies, and profound expertise in business analytics and marketing insights.

You will also demonstrate an in-depth understanding of how marketing strategy fits into both the micro – and macro – business context.

Credential Awarded

Honours Bachelor Degree

Duration

8 Semesters (4 Years)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible 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. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Creative problem-solving
- Curiosity
- Adaptability
- Resiliency
- Strong communication skills
- Project management

Work Experience

Mandatory Degree Work Term

A work experience that includes at least one term in a formal work environment. The work term(s) may be a paid or unpaid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the work term(s) is required for graduation. Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for the mandatory degree work term regardless of success in securing a work position.

Your Career

Graduates of the program can explore the following career options:

- Marketing analyst
- Product manager
- Marketing manager
- Marketing assistant
- Digital media specialist
- Social media manager
- Advertising and promotions manager

Accreditation

Accreditation Council for Business Schools and Programs

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		
BAB100	Introduction to Canadian Business	3
BAB110	Financial Mathematics	3
BAB140	Introduction to Financial Accounting	3
BAB235	Introduction to Marketing	3
ENG106	Writing Strategies	3
Semester 2		
BAB120	Computer Applications for Business I	3
BAB240	Management Accounting	3
ENG205	Applied Communication for Business and Industry	3
HST330	Business Finance	3
HST430	Organizational Behaviour	3
Semester 3		
BAB210	Business Statistics	3
BAB231	Introduction to Business Law	3
HST400	Operations Management	3
LSP240	Micro Economics - Theory and Practice	3
LSP400	Presentation Skills	3
Semester 4		
BAB310	Quantitative Decision Making	3
BMT540	Business to Business Marketing	3
BMT545	Effective Selling	3
BMT646	Customer Service	3

COM290	Visual Communication	3
LSP340	Macroeconomics - Theory and Practice	3
Semester 5		
MRT285	Applications for Market Intelligence	3
MRT287	Marketing Research I	3
MRT295	Marketing Planning and Strategy	3
OPT395	Operations Management II	3
plus: Liberal Studies Course (1)		3
Semester 6		
MRT296	Integrated Marketing Communications	3
MRT297	Predictive Analytics for Marketing	3
MRT386	Consumer Behaviour	3
MRT398	Direct and Interactive Marketing	3
WTP200	Work Term Preparation	1
plus: Liberal Studies Course (1)		3
Work-Integrated Learning Term		
BMR881	Marketing, Work Term	35
Semester 7		
MRT387	Marketing Analytics	3
MRT481	Data Mining for Direct Marketing	3
MRT487	Marketing Research II	3
MRT492	Brand Management	3
plus: Liberal Studies Course (1)		3
Semester 8		
BMT850	Strategic Management	3
BMT855	Leadership for Managers	3
MRT491	Marketing Research Capstone	3
MRT493	Social Media Intelligence and Web Analytics	3
plus: Liberal Studies Course (1)		3

Seneca has been granted a consent by the Minister of Colleges and Universities to offer this degree for a seven-year term starting Feb. 8, 2023. In conformity with the Minister's criteria and requirements, Seneca will submit an application for the renewal of the consent for this program 12 months prior to the expiration of the consent. Seneca shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

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:

- Evaluate evidence-based decision making using quantitative and qualitative information.
- Formulate business strategies in order to address market trends and meet organizational goals.
- Interpret complex numeric and financial data for strategic and operational decision making.

- Implement multifaceted marketing projects by applying project management skills.
- Market to various target groups and markets using traditional, new and emerging media and technologies.
- Create integrated marketing communications plans using marketing concepts, models, frameworks and tools.
- Conduct research to analyze opportunities and support decision making.
- Evaluate marketing strategies to assess their impact on consumers and the achievement of business goals.
- Model ethical, legal and professional codes of conduct of the Canadian business environment and global marketplace.
- Communicate information and ideas to persuade an audience using the most suitable medium and mode for the message.
- Solve business problems by applying current workplace technology.
- Execute web-based optimization that furthers business objectives by applying predictive analysis and decision management frameworks.

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, including six Grade 12 U or M courses with a minimum overall average of 65%, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>).
- Required courses with minimum final grade of 65% in each:
 - English: Grade 12 ENG4U
 - Mathematics: any Grade 12 U

Learn about Seneca's free English upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html>) and math upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html>) for applicants who don't meet the high school requirements, as well as recommended upgrading for applicants who don't meet their academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

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)) (<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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