

# MARKETING & COMMUNICATIONS STRATEGY (MRK)

## About the Program

If you are an international student looking to work in the Canadian marketing industry, Seneca's two-year Marketing & Communications Strategy graduate certificate program is for you.

The program covers marketing fundamentals, content creation and presentation skills, as well as how to execute a marketing communications project from ideation to evaluation. You will have access to resources and technology such as Adobe Creative Cloud, social media applications and artificial intelligence software to gain practical skills that you can apply in the workplace.

A key aspect of the program will be an introduction to the Canadian marketing industry, which will be examined within a global context. The program will also highlight principles of equity, diversity and inclusion, such as the Accessibility for Ontarians with Disabilities Act and Universal Design for Learning Requirements.

To help you prepare for your career and gain real-world industry experience, the program incorporates experiential learning, networking opportunities and a mandatory work term.

## Credential Awarded

Ontario College Graduate Certificate

## Duration

4 Semesters (2 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:

- create persuasive presentations to pitch new business ideas
- apply research and strategy to develop marketing communications plans
- co-ordinate the production of print, digital and multi-media assets
- develop strategic content for a variety of marketing channels

## Work Experience

### Mandatory Work Term

A mandatory program requirement in a formal work environment. The work term(s) is similar in length to an academic semester and typically involves full-time work hours that may be paid or unpaid. 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. Fees are required for the mandatory work term regardless of success in securing a work position.

## Your Career

When you graduate from this program, these are the types of career options you can explore:

- marketing communications specialist
- marketing co-ordinator
- digital marketing specialist
- digital analyst
- digital media co-ordinator
- social media specialist
- market research analyst
- content marketer

## Program of Study

| Course Code       | Course Name                                   | Weekly Hours |
|-------------------|---|--------------|
| <b>Semester 1</b> |   |              |
| BAB100            | Introduction to Canadian Business             | 3            |
| MKM706            | Marketing Fundamentals                        | 4            |
| MRK704            | Research and Market Analysis                  | 3            |
| MRK705            | Inclusive and Sustainable Business Practices  | 3            |
| MRK707            | Strategic Integrated Marketing Communications | 3            |
| MRK709            | Introduction to Strategic Writing             | 3            |
| MRK718            | Presenting Complex Material                   | 3            |
| <b>Semester 2</b> |   |              |
| BMK817            | Marketing Enabling Technologies               | 3            |
| MRK724            | Primary Market Research                       | 3            |
| MRK726            | Digital Marketing                             | 4            |
| MRK728            | Reporting and Analytics                       | 4            |
| MRK729            | Advanced Strategic Writing                    | 3            |
| OPR725            | Project Management                            | 3            |
| <b>Semester 3</b> |   |              |
| DMM200            | Content Creation - Words and Pictures         | 3            |
| DMM201            | Content Creation - Audio and Video            | 3            |
| MRK805            | Intercultural Communications and Branding     | 3            |
| MRK806            | Sustainable and Cause Marketing               | 3            |
| MRK807            | Strategic Communications and Media Relations  | 3            |

|                                      |   |    |
|--------------------------------------|---|----|
| MRK808                               | Career and Portfolio Development                          | 3  |
| SEM135                               | Event Project Management                                  | 4  |
| WTP100                               | Work Term Preparation                                     | 1  |
| <b>Work-Integrated Learning Term</b> |   |    |
| MRK908                               | Digital Marketing Communications and Analytics, Work Term | 25 |

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:

- Build and deliver marketing and communications plans that align with corporate/business goals.
- Create strategic content for various marketing channels that adapts language, tone and presentation style to captivate diverse intended audiences.
- Conduct research and apply data, insights, and trends to create and deliver strategic integrated marketing communications plans.
- Adhere to professional ethics and relevant laws, when completing marketing communication projects to ensure professional readiness.
- Use project management techniques and software to develop and execute a project plan.
- Develop and manage relationships with key internal and external partners for personal and organizational growth.
- Create persuasive and impactful client presentations and materials to share creative work, pitch new business ideas and/or summarize campaigns.
- Select a strategic marketing communications practice to create an impactful campaign that resonate across cultural boundaries.
- Create tactical and project budgets to meet client (or business) needs.
- Use industry standard technologies to coordinate the production of print, digital and multi-media marketing communications assets to meet client (or business) goals.

## Admission Requirements

- Ontario university or college degree, or college diploma or equivalent.
- The English proficiency requirements is IELTS 6.0 with no band lower than 5.0; or TOEFL IBT 79 with no sections lower than 16. Students may have the English condition waived if they have graduated from a recognized (Canada, USA, British, Australian, etc) college or university, where classes are conducted in the English language.

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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