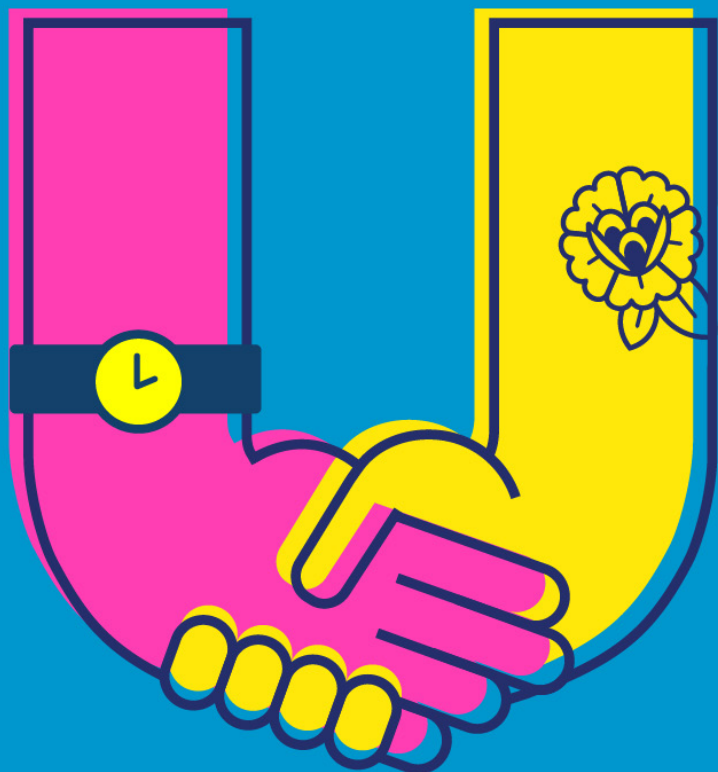




CONCORDIA
UNIVERSITY
OF EDMONTON



Discover Your
**Bachelor of
Management**
Marketing Emphasis

MARKETING

Program Overview

Concordia University of Edmonton's Bachelor of Management program is designed with a purpose: to be innovative and highly flexible, giving students the opportunity to complete a general management degree, while developing an emphasis in accounting, finance, human resources, leadership, marketing, conflict management or data management. Our program cultivates graduates with a combination of superior professional and technical competencies and effective management and leadership skills that will enable them to excel in any corporate, government, small business or industry environment.

Marketing professionals rely on a variety of skills to secure customers and build brand loyalty. To be on top of their game, they research, create, and design from inception.

Career Options

A Bachelor of Management degree allows you to explore a wide range of job opportunities upon graduation. You will be able to use your newfound research, analysis, and experimentation skills to forge your own career path. Some marketing degree career paths include:

Advertising Specialist	Festival Organizer
Communications Coordinator	Marketing Coordinator
Conference Organizer	Promotions Specialist
Event Planner	Sales Representative

Admission Requirements

Interested? You'll need to present a 65% average, with a passing grade in the following required high school courses:

- English Language Arts 30-1
- Mathematics 30-1 or 30-2
- Three subjects from Group A, B, C or D

**Maximum of two subjects from Group B, each must be distinct. Maximum of one subject from Group D.*

Interesting Courses

MARK 300 - Strategic Marketing: The creative and systematic use of marketing concepts and strategies in the design and evaluation of strategic plans at all levels of the organization. The strategic role of marketing within an organization and its integration with other functional units is studied. Students are expected to develop a working knowledge of a family of strategic marketing planning processes, concepts, methods, and strategies.

MARK 400 - Consumer Behaviour: This course discusses psychological theory and research that is applicable to the understanding of consumer behaviour. Students will be able to understand how these theories and research in consumer behaviour can be effectively employed in marketing decision-making.



APPLY TODAY

concordia.ab.ca



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