



HERITAGE COMMUNITY COLLEGE
VESTRI FOSTERUS SATUS HIC

Program Outline

Marketing Administration Diploma

Brief Program Description	This Marketing Administration program gives the students hands-on Marketing Training that employers demand. The program will teach advertising, marketing, and e-business managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations. They will be able to be employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses.
NOC Code	1123 (Professional occupations in advertising, marketing and public relations)
Career Opportunities	Upon completion of the program, graduates can work in the below occupations list: <ul style="list-style-type: none">• advertising manager• electronic business (e-business) manager• fundraising campaign manager• Internet communications manager• marketing manager• media relations director• promotions manager• public relations director• sales and marketing manager
Admission Requirements	<ul style="list-style-type: none">❖ Proof of grade 12 or equivalent or❖ 19 years of age or older (all applicants)• Evidence that 3 years of full-time secondary education (Grades 8-12) have been successfully completed in the English language in a country where English is one of the principal languages. This may include successful completion of a BC Adult Graduation program. Applicants must produce transcripts as evidence of completion of• Completion of 2 years of full-time post-secondary education at an accredited institution where English is the language of instruction. (Applicable to a country where English is one of the principal languages.) OR• Provide verified results for one of the English language proficiency tests listed below. Test results must be dated no more than two years before the start



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date of the program.

- International English Language Testing System (IELTS) Academic: overall score of 5.5 or higher.
- Canadian Academic English Language (CAEL) Test: overall score of 40 or higher
- Duolingo English Test: overall score of 95 or higher
- Test of English as a Foreign Language (TOEFL) IBT: overall score of 46 higher
- Canadian English Language Proficiency Index Program (CELP): Listening 6, Speaking 6, Reading 5, and Writing 5.
- Pearson Test of English (PTE) Academic: overall score of 43 or higher
- International Test of English Proficiency (iTEP): overall score of 3.5 or higher.

Required Textbooks List of textbooks are mentioned in each course outline

Equipment required for this Program

- White board,
- Overhead projector,
- Lecture notes,
- Computers,
- Chairs,
- Desks,



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- Garbage bins,
- A4 folders
- Notepads
- Pencils
- Pens
- Highlighters
- Other office products and equipment

Program Duration **740 hours**
 9½ months
 38 weeks

Homework Hours 2-3 hrs. This is only an approximate figure and is dependent upon how much time the student can dedicate to the studies and how well he/she grasps the learning concepts in the course material.

Delivery Methods *Indicate how the program is delivered.*
 On-site delivery.
 Distance delivery.
 Combined delivery (on-site and distance.)

Instructional Methods	<i>Method of Delivery</i> <i>(reflect all methods used)</i>	<i>Contact Hours</i>
	<i>Classroom (Instructor Led)</i>	600 hrs
	<i>Computer Based Training</i>	0 hrs
	<i>Distance Education</i>	0 hrs
	<i>Supervised Lab</i>	0 hrs
	<u><i>Work Experience</i></u>	<u>140 hrs</u>
	TOTAL	740 hrs

Learning Objectives/Outcomes	<p>The Marketing Administration Diploma program prepares graduates for positions working in marketing and/or communications departments, or as marketing manager for small businesses. Throughout this program, students will be exposed to best practices within the following industries: advertising, marketing, public relations and e-business managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations.</p> <p>At the end of this program, successful students will be able to:</p> <ul style="list-style-type: none"> • Prepares graduates for positions working in marketing and/or communications departments, or as marketing manager for small businesses • Students will have an understanding of advertising, marketing, public relations and e-business • Managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations • Students will be able to be employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses • Prepares students to join the Canadian Marketing Association <p>Graduates of this program will be able to be employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses. This program prepares students to join the Canadian Marketing Association.</p>
Student Progress/ Assessment Methods	<p>Students will be assessed through written tests, computer-based tasks and assignments. After each lesson there will be a question paper, which needs to be completed and submitted to the tutor for marking. This method of continual assessment ensures that your tutor can consistently monitor your progress and provide you with assistance throughout the duration of the course.</p> <p>Students will be required to complete 140 hrs. of work experience. To qualify for work experience, students are required to maintain a minimum C grade average or higher and a minimum attendance of 85%.</p>
Attendance Expectations	<p>85% of classes must be attended to achieve competency for this qualification</p>
Graduation	<p>Minimum C grade average is required for graduation</p>

Requirements

Program Organization:

Name of Course/Subject	# of Hours
SFCS100 Strategies for College Success	20
COMP101 Introduction to Computers	20
COMP102 Introduction to Word Processing	40
COMP103 Introduction to Spreadsheet	40
COMP104 Introduction to Presentation Software	20
BCOM105 Business Communications	80
BLAW101 Business Law	40
ECON101 Introduction to Microeconomics	20
ECON102 Introduction to Macroeconomics	20
MARK101 Introduction to Marketing	80
MARK104 Strategic Selling	60
MARK108 Successful Advertising	40
CAPS190 Capstone Project	80
EMPL111 Career Employment & Strategies	40
SSPR 100 Work Experience	140
Total	740