



MARKETING MANAGEMENT DIPLOMA PROGRAM

Part-Time Program

Although the field of marketing itself is not new, the challenges faced by the industry are significant: globalization, technology, more services versus products, a growing non-profit sector and the pace of change are impacting the field. Marketers today need a much wider variety of skills than those in the past. All organizations require marketing activities to take place and marketing-related positions to become more complex as the organization grows.

GRADUATION REQUIREMENTS:

Required Courses: (416 Hours)

- Learning Techniques Seminar (3 Hours)
- Effective Oral Communication (36 Hours)
- Effective Written Communication (36 Hours)
- Business Fundamentals (36 Hours)
- Marketing Fundamentals (36 Hours)
- Marketing Math (36 Hours)
- Financial Management for Non-Financial Managers (36 Hours)
- Strategic Marketing & Planning (36 Hours)

Elective Courses: (72 Hours)

Choose two courses from the following list:

- Customer Relationship Management (36 Hours)*
- Marketing Research (36 Hours)*
- Web Marketing Communications (36 Hours)

AND two of the following courses (72 Hours)

- Advertising Fundamentals (36 Hours)*
- Project Management I: Fundamentals (36 Hours)
- Understanding the Design Process (36 Hours)*

Professional Edge Seminars: (35 Hours)

Complete five one-day seminars (7 Hours each) or a combination of one and two-day seminars (14 Hours) for a total of 35 hours.

Students who do not hold an undergraduate degree must complete the University Writing and Research seminar as one of their Professional Edge seminar requirements if they are pursuing a certificate and diploma program through the Professional Studies Program Area.

** This elective course is only available in a day-time course offering.*

GETTING STARTED:

To attend a class:

- Complete & submit a Course Registration Form to the UWDCE Registration Office

To enroll in a program:

- Complete & submit an Application for Admission Form to the UWDCE Registration Office

Courses begin at various times throughout the year. It's never too late to get started.

CHECK OUR WEBSITE FOR THE LATEST OFFERINGS AND COURSE INFORMATION

ACADEMIC ADVISING:

For more information & to build an individual learning plan contact Ashlie Wilson at 204.982.1178 or a.wilson@uwinnipeg.ca

ARTICULATION FOR CREDIT:

Graduates of the Marketing Management Diploma Program may be eligible for equivalent course credits towards an undergraduate degree at the University of Winnipeg.

CAREER OPPORTUNITIES:

- Marketing Manager
- Marketing Co-ordinator
- Web Communications Manager
- Web Marketing Manager
- Advertising Manager
- Market Researcher

TUITION:

\$5,550 - Approximate total domestic cost (subject to change)
Courses are paid for at time of registration, the cost per course varies. Please check our website for current prices.

LOCATION:
The University of Winnipeg
Professional, Applied &
Continuing Education
Buhler Centre
460 Portage Ave
Winnipeg, MB

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