

# MARKETING

**8-MONTH  
ADVANCED  
DIPLOMA**

Become an industry specialist. Layer your previous post-secondary credential with an advanced diploma in one of business' most creative and fast-paced fields.

## Why should you choose an advanced diploma in Marketing?

### **1 Set your sights**

Increase your business acumen with a specialization in marketing. Become more desirable to employers with this fast-tracked, focused advanced diploma that will give you the skills needed for industries such as media, public relations, communications, event planning and advertising.

### **2 A unique lens**

In our ever-connected and global world, learn about international marketing, strategic planning, social media and consumer behaviour. Enhance your critical thinking through higher-level courses and Indigenous-focused content that provides perspective on Indigenous issues within a business context.

### **3 Unleash your creativity**

Experience real-world application by working with industry and community leaders. Develop skills in areas such as research, preparing communications materials, developing and implementing strategies, organizing interviews and press conferences, and coordinating events.

### **4 Launch your career**

Marketing is a part of almost every sector and industry. Whether you wish to work in corporate, for a non-profit or with a charitable organization, you will find all levels of marketing.

#### CAMPUS/DELIVERY OPTIONS



Victoria Avenue East Campus

#### AVAILABLE INTAKES



September

#### WORK PLACEMENT(S)



N/A

## CAREER OPPORTUNITIES

Sales • advertising • promotion • publicity • sales management • marketing management • retail management • market analysis • market research • new venture development • social media • communications

## ADMISSION REQUIREMENTS

» Two-year diploma or university degree

Prior to starting this program, it is recommended that you take an introductory course in Marketing (for example, MKTG-0044 Marketing Principles).

# Be Confident IN YOUR CAREER PATH

**Confidence in the career path you choose to embark on is key, and selecting the right program for you is the first step. At Assiniboine, we offer an opportunity to explore and experience a program before applying.**

## SPEND A DAY WITH US

Our Spend a Day program runs from November to March for most programs. When you spend a day at Assiniboine, we partner you with a current student in the program of your choice and you will have the opportunity to:

- » Participate in classroom activities
- » Experience college life
- » Explore all of our helpful services for students
- » Meet current college students and instructors
- » Enjoy a free lunch on us!

## ATTEND AN ONLINE INFO SESSION

Our free, live online information sessions give you the inside scoop on our college, the program you're interested in and life at Assiniboine. Register in advance and from the comfort of your own home, log in to learn what Assiniboine has to offer.

## STILL NOT SURE?

Contact our recruitment team to arrange a campus tour or an appointment to discuss your career options.

Scan the QR code or visit [assiniboine.net/experienceACC](https://assiniboine.net/experienceACC) to register or connect with our recruitment team!

