MKTC – Marketing Foundations for Sustainable Enterprises

Business

Effective Term & Year: Fall 2027
Program Outline Review Date: 2032-03-01

Program Area: Business Management

Description:

The Citation in Marketing Foundations for Sustainable Enterprises gives learners the essential skills today's purpose-driven organizations demand. Students gain a strong grounding in marketing fundamentals while learning to create ethical, inclusive, and sustainability-aligned marketing strategies that build trust, strengthen brands, and support positive impact. Through hands-on projects and digital tools, students and business professionals build practical skills and contemporary strategic insight for entry-level marketing roles and social enterprise initiatives, while also deepening and broadening the expertise of current managers.

Program Information:

The Citation in Marketing Foundations for Sustainable Enterprises is designed as an accessible, stackable entry point within the broader Sustainable Business and BBA program ecosystem. It complements existing offerings by providing focused, skills-based training in marketing that is grounded in sustainability, ethics, and contemporary digital practice.

The citation aligns directly with the General Management Diploma by introducing core marketing competencies that support responsible enterprise development, customer engagement, and value proposition design.

The program fills a distinct niche by bridging traditional marketing education with emerging industry expectations around sustainability, inclusion, and ethical practice. In doing so, it strengthens coherence across business programming while expanding access points and lifelong learning opportunities.

Credentials Granted:

Marketing Foundations for Sustainable Enterprises Citation

Program Average: A minimum program grade point average of 2.0/10 (C- average)

Delivery Methods: Blended (Hybrid), On-Campus (Face-to-Face), Online

Credits: 15

Admission Requirements:

Program Completion Requirements:

None

Program Completion Requirements Notes:

The citation must be completed within 2 years.

Program Learning Outcomes:

Graduates of this citation will be able to:

- explain core marketing concepts and the role of marketing in sustainable and responsible business;
- apply ethical, inclusive, and transparent marketing practices, avoiding misleading or harmful communication;
- analyze basic consumer behaviour to understand customer needs, values, and cultural contexts;
- use foundational digital marketing and AI-supported tools to create simple, audience-focused marketing content;
- communicate marketing ideas effectively across written, visual, and interpersonal channels; and
- apply the marketing mix to develop introductory marketing approaches for products, services, or social impact initiatives.

Prior Learning and Recognition: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR) or contact an education advisor for more information.

Program Transfer Credit:

For information about block transfer agreements between programs in British Columbia, Alberta, and elsewhere, please visit http://www.cotr.bc.ca/transfer.

To minimize transfer issues, check with an academic advisor at the institution that will receive the transfer credits.

Academic Policies:

College of the Rockies policies related to courses can be found at https://cotr.bc.ca/about-us/college-policies/ and include the following:

- Policy 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

Program Changes:

Information contained in this program outline is correct at the time of publication. Courses and course content may be revised from time to time based on changing educational, employment and marketing needs. The timetable may also be revised.

Course Descriptions: Refer to Course Outlines – https://outlines.cotr.bc.ca/course/