MKTG – Business Management – Marketing Diploma

Business

Effective Term & Year: Fall 2022
Program Outline Review Date: 2027-04-01

Program Area: Business Management

Description:

The Business Management program prepares students for employment in accounting, marketing, financial services, hospitality, local governance and other management training positions in a variety of organizations including corporations, small businesses, non-profits and local government.

The diploma program introduces fundamental business principles and skills in the core functional areas of business. In the diploma program, students develop a foundation in business knowledge with a focus on particular business stream, such as accounting, financial management in aboriginal organizations, general management, tourism and recreation management, financial services or marketing.

College of the Rockies Certificate and Diploma graduates can directly enter the Bachelor of Business Administration degree program with full credit for their previous coursework. Or they can continue their education elsewhere, working towards university degrees and professional certifications and designations such as the CPA (Chartered Professional Accountant), CPHR (Chartered Professional in Human Resources), CPM (Certified Payroll Manager), and CFP (Certified Financial Planner).

For those who have already earned a degree, the Business Management program also offers two post-degree programs (a certificate and diploma) in sustainable business practices.

Program Information:

Note that students may apply to each of the following credentials directly. First-year students are encouraged to select a two-year diploma program. They can exit after one year of coursework with a

certificate, or continue after two years directly to the BBA degree program. Please review the specific program webpage for more information or see an Education Advisor.

This diploma is awarded to students who successfully complete the two-year diploma curriculum in one of four streams: Accounting, General Management, Marketing, or Financial Services. These diplomas also fulfill the first two years of study towards the College of the Rockies Bachelor of Business Administration in Sustainable Business Practices

The Business Management program has been offered continuously by College of the Rockies since its establishment in 1975. Its design enables students to progress from a certificate to a diploma to a Bachelor of Business Administration degree.

Credentials Granted:

Business Management – Marketing Diploma

Minimum Course Grade: A minimum grade of C-

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

Progression Requirements:

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

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

Credits: 60

Admission Requirements:

- Complete all of the following
  - Secondary school graduation or equivalent.
  - Earned a minimum grade of C+ (65%) in at least 1 of the following:
    - ENST 12 – English Studies 12
    - ENFP 12 – English First Peoples 12
    - ENGL090 – English – Provincial Level
  - Complete 1 of the following
    - Earned a minimum grade of C (60%) in at least 1 of the following:

- FOM 11 – Foundations of Mathematics 11
- PREC 11 – Pre-Calculus 11
- STAT 12 – Statistics 12
- PREC 12 – Pre-Calculus 12
- CALC 12 – Calculus 12
- MATH080 – Mathematics – Advanced Level

- Earned a minimum grade of C+ (65%) in at least 1 of the following:
  - FOM 12 – Foundations of Mathematics 12
  - GEO 12 – Geometry 12
  - CS 12 – Computer Science 12

Recommended Admission Requirements:

Experience using Microsoft Word and Excel is recommended.

Non-Academic Admission Requirements:

Students for whom English is a second language must meet the English proficiency requirements posted on the college website.

Program Completion Requirements:

Year 1 – Business Management Certificate
30 Total Credits

- Complete all of the following

  Fall Semester
  - Completed the following:
    - ACCT261 – Introductory Financial Accounting 1 (3)
    - MKTG281 – Principles of Marketing (3)
    - ECON101 – Microeconomics (3)
    - ENGL100 – English Composition (3)
  - Completed at least 1 of the following:
    - MATH101 – Finite Mathematics 1 (3)
    - MATH111 – Business Mathematics (3)
    - MATH103 – Differential Calculus (3)

  Winter Semester
  - Completed the following:
    - COMC102 – Advanced Professional Communication (3)
    - COMP154 – Computer Applications in Business (3)
    - ECON102 – Macroeconomics (3)
    - STAT106 – Statistics (3)
    - ACCT262 – Introductory Financial Accounting 2 (3)

Year 2 – Business Management – Marketing Diploma
30 Total Credits

- Complete all of the following

  Fall Semester
  - Completed the following:
    - MGMT212 – Business Law (3)
    - ACCT265 – Managerial Accounting for Non-Accountants (3)
    - MGMT303 – Business Ethics (3)
    - MGMT318 – Research Methods (3)
    - MKTG283 – Consumer Behaviour (3)

  Winter Semester
  - Completed the following:
    - MGMT316 – Entrepreneurship and Small Business Management (3)
    - MKTG385 – Strategic Marketing Management (3)
    - MGMT216 – Organizational Behaviour (3)
    - MKTG289 – Integrated Marketing Communications (3)
    - MGMT411 – Business Management Review (3)

Grand Total Credits: 60

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. 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 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.4.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

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/