

Capturing Environment Public
Understanding Designing
Creating Retailing Build
Segmentation Positioning Management
Advertising Promotion Consumer
Strategy Responsibility Relations Communicating Targeting
Products Partnering Marketplace Sales Defining Customer-Driven Online
Customer Company Personal Selling Wholesaling Channels
Business Gain
Analyzing Information
Buyer Consumers Pricing Insights Direct
Value Behaviour
Social Brand Services Process
Managing Relationships Sustainable
Ethics Mix

Marketing 160

The Faculty of Management has removed the Math 12 requirement to study MARK 160 Introduction to Marketing; a fundamental course desired by many students from non-business disciplines.

There are reserves for BA students interested in studying the principles of marketing

If you're a new student or have been a student for many years, this is a great elective to have. MARK 160 is designed to introduce learners to the basic fundamentals of marketing. Marketing skills are used in business, but are also valuable assets in non-business settings—whether that be a career in arts, psychology, communication studies, sociology or other social science programs. Many graduates have expressed that the marketing electives they studied have proven to be very beneficial in their careers.

Marketing for all!

* Min. "C" in English 12 or equivalent or enrollment in the CBM program required