

Part-time Online Marketing Management Graduate Certificate (MKM1) Fall Start - 2 Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Fall Year 1			
	MKTG-5006	Marketing Management	
	MGMT-5074	Google Analytics	
	MKTG-6017	Primary Marketing Research	
Winter Year 1			
	MGMT-6065	Global Market Strategy	
	MGMT-5050	New Media Marketing	
	MGMT-6067	Business to Business Selling	
Fall Year 2			
	COMM-6019	Advanced Professional Communication*	
	MGMT-6066	CRM-A Management Approach	
	COMP-5062	Web Design for Optimization	
Winter Year 2			
OPTION 1	APPLY TO VILLAGE CREATIVE⁺		
	If accepted, you will receive credit for MGMT-6191, MKTG-6015 and MKTG-6018. Village Creative is a 10 credit course. OR		
OPTION 2	MGMT-6191	SEM & Google Ads	
	MKTG-6015	Non-Profit & Event Marketing	
	MKTG-6018	Consumer Behaviour	

* COMM-6019 Advanced Professional Communication also runs in winter and summer terms

+ Don't miss your opportunity to apply for a spot in Fanshawe's digital marketing agency, Village Creative! Open in Winter semesters only, and fully online, you can apply to Village Creative and learn hands on as an agency offering companies free services including Social Media Plans, SEO Audits, Website builds, Shopify eCommerce sites, SEM Campaigns, Brand Development, and more. Using real budgets, you will also craft and execute live advertising campaigns on Google, Meta and TikTok.

Guided by experienced professors, you'll learn by doing and gain practical skills and industry recognition.

If you are accepted into Village Creative, you will be exempt from MKTG-6015 (Non-Profit and Event Marketing), MKTG-6018 (Consumer Behaviour) and MGMT-6191 (Search Engine Marketing). Have no fear! Village Creative is worth 10 credits and you achieve similar learning outcomes with many added bonuses. We guide you every step of the way. This is still an online class but with very cool, hands-on projects.

Students with a cumulative program GPA of 3.0 or higher – please apply! Admission is limited and through personal application only. To apply, **[CLICK HERE](#)** to complete the application form. Once we get your application, we will reach out for a short Zoom interview.

If you have any further questions, please reach out to us at: hello@villagecreative.ca