

Part-time Online Marketing Management Graduate Certificate (MKM1)

Fall Start – Three Years to Complete

SEMESTER	COURSE CODE	COURSE NAME	COURSE COMPLETE?
Fall – Year 1			
	MKTG-6045	Market Reserach	
	MKTG-5006	Marketing Management	
Winter – Year 1			
	MKTG-6037	Analytics & Metrics	
	MGMT-6208	Global Marketing & E-Commerce	
Fall – Year 2			
	MGMT-6207	Google Analytics & SEO	
	COMP-6065	Web Design for User Experience	
Winter – Year 2			
	MGMT-6210	Google & Meta Ads	
	MKTG-6067	B2B Social Selling	
Fall – Year 3			
	MKTG-6066	CRM & Automation	
	COMM-6019	Advanced Professional Communication*	
Winter – Year 3			
OPTION 1	APPLY TO VILLAGE CREATIVE [†]		
OPTION 2	MGMT-6209	Social Media & Content Management	
	MGMT-6210	Google & Meta Ads	
	MKTG-6068	Digital Product Innovation	

* 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