

MARKETING AND MANAGEMENT TECHNOLOGY

410.D0



3 YEARS

www.dawsoncollege.qc.ca/marketing-management-technology

If you would like to:

- Work with social media
- Be part of the next big trend
- Use your creativity
- Solve problems
- Manage people and projects
- Be an entrepreneur

Then the **Marketing and Management Technology Program** could be for you.



You will learn from experts, make great friends and acquire both theoretical knowledge and hands-on experience in the field of marketing.

— Nhi N.

In a cluttered and competitive landscape, companies need marketing professionals to connect customers to products and services, develop and sustain those relationships and make the business profitable. In the Marketing and Management Technology Program, you will learn about marketing, retail and general management with an emphasis on the client experience. Through two internships, a work-study option and teachers drawn from industry, Dawson's program provides theoretical knowledge and real-life experiences to form successful marketers ready for any challenge.

What will you learn?

- To develop marketing plans
- To manage people and teams
- To manage product or service projects
- To deal with stakeholders, such as clients and suppliers
- To communicate and interact with stakeholders
- To analyze statistical information
- To understand and use legal resources
- To use software and statistics to identify commercial data trends
- To understand accounting and financial data for preparing operational budgets
- To research and identify national and international market opportunities
- To communicate in business French

Where will this program lead you?

A DEC in Marketing and Management Technology prepares graduates to work in a diversity of jobs related to marketing management, advertising and communications, retailing and e-commerce, product development, marketing research, public relations, human resources and public service.

Students frequently pursue university studies in Commerce, Administration, Communications or Psychology. Graduates who pursue higher learning at Concordia University's John Molson School of Business can enjoy advanced standing credits where up to five courses may be exempted.

What do you need to apply?

- A Diploma of Secondary Studies (DES) or academic background judged equivalent to the DES
- Secondary IV Mathematics: Cultural, Social and Technical Option 563-414

What else should you know?

- The Marketing and Management Technology and Accounting and Management Technology (410. B0) Programs offer the same courses in the first year. It may be possible for students to apply to transfer to the other program in their second year and still be on track to graduate in three years.
- There are two internships totalling five weeks of on-the-job learning. The internship in the last semester can be done locally or possibly in France.
- Classrooms are equipped with computers and software for courses
- The Business Administration Students' Association (BASA) student resource room is equipped with computers and a printer in a conference room setting
- A closely-knit department provides strong support for our students

Application Deadline

March 1

LIST OF SPECIFIC COURSES

All students must also take General Education courses such as English, French, Humanities and Physical Education, in addition to complementary courses.

YEAR 1

Term 1
<ul style="list-style-type: none"> ▪ Business Communication Fundamentals ▪ Business Fundamentals ▪ Career Planning ▪ Business Software Applications
Term 2
<ul style="list-style-type: none"> ▪ Global Business ▪ Marketing Fundamentals ▪ Business Law ▪ Financial Accounting 1

YEAR 2

Term 3
<ul style="list-style-type: none"> ▪ Business Analytics ▪ Human Resources Management ▪ Web Design ▪ Finance ▪ Basics of Macroeconomics
Term 4
<ul style="list-style-type: none"> ▪ Marketing Research ▪ Inventory & Operations Management ▪ Consumer Behaviour ▪ Retail Marketing

YEAR 3

Term 5
<ul style="list-style-type: none"> ▪ Retail Observation Internship ▪ Financial Planning ▪ Integrated Marketing Communication ▪ Sales & Customer Relationship Management ▪ E-Marketing & Social Media
Term 6
<ul style="list-style-type: none"> ▪ Negotiation Strategies ▪ Social Entrepreneurship ▪ Marketing Strategy ▪ Services Marketing Management ▪ Marketing Internship