# University Certificate in Marketing

## One Year (30 credits)

**2024/2025** [Program Requirements](https://www.athabascau.ca/calendar/2024/undergraduate/program-regulations/university-certificates/university-certificate-in-marketing.html) **-** Effective September 1, 2024

This program plan will assist you in planning your program. You must follow the official program requirements for the calendar year in which you are enrolled.  
  
Please contact [Faculty of Business Advising Services](https://www.athabascau.ca/business/about/contact-us.html) for program planning assistance.

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| **Course Level Legend** JUNIOR / JR - 200 numbered course SENIOR / SR - 300 or 400 numbered course PREPARATORY - 100 numbered course | **Course Progress Legend** TR - Transfer Credit Awarded C - Completed AU Course IP - In Progress AU Course |

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| **LEVEL** | TOTAL CREDITS | **COURSE** | **REQUIREMENT** | **COURSE PROGRESS** | **COMMENTS** |
| Junior | 3 | [ADMN232](http://www.athabascau.ca/html/syllabi/admn/admn232.htm)  or  [ADMN201](https://www.athabascau.ca/syllabi/admn/admn201.html) | Required |  |  |
| Junior | 6 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required |  |  |
| Senior | 9 | [BTMA320](https://www.athabascau.ca/syllabi/btma/btma320.html) | Required |  |  |
| Senior | 12 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |  |  |
| Senior | 15 | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) | Required |  |  |
| Senior | 18 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required |  |  |
| Senior | 21 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Required |  |  |
| Senior | 24 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Required |  |  |
| Senior | 27 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Required |  |  |
| Jr/Sr | 30 |  | Elective |  | See list of electives below. |

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| **Residency requirement.** A minimum of 15 credits must be obtained through Athabasca University. |

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| **Marketing Electives** (select 3 credits from the following) | |
| [COMM243](http://www.athabascau.ca/html/syllabi/comm/comm243.htm) OR [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) | 3 Credits |
| [MGSC312](http://www.athabascau.ca/html/syllabi/mgsc/mgsc312.htm) | 3 Credits |
| [MKTG410](http://www.athabascau.ca/html/syllabi/mktg/mktg410.htm) | 3 Credits |
| [MKTG414](http://www.athabascau.ca/html/syllabi/mktg/mktg414.htm) | 3 Credits |
| [Any marketing course](https://www.athabascau.ca/course/index.html?/undergraduate/all/marketing/) not taken from above | 3 Credits |