



Adding Value to Your Team

Students in Marketing Management gain an understanding of consumer behavior and decision making, critical skills for any marketer. Starting in first year, students develop solid, core business skills in accounting, human resources and management, while exploring a wide variety of marketing specific courses including consumer psychology, market research, marketing communications and consumer law.

University of Guelph Advantage

Students also have the opportunity to select from courses that increase their understanding of international and cross-cultural issues, as well as courses in areas of personal interest. Marketing Management courses available in senior years include Digital Marketing, Marketing Communications, Marketing Analytics, Marketing Strategy, International Marketing, International Communication, Retail Management, Entrepreneurship, Marketing & Society, and International Marketing.

Our co-op process responds to your needs. Employers can post, hire and interview throughout the semester and our students are available for 4 or 8 month work terms. The Experience Guelph portal makes hiring Guelph co-op students easy!

Student Strengths

- Programming requirements for graduation include the completion of electives in the following areas: Marketing Environment, History/Global Perspective, Leadership/Professionalism, Advanced Marketing, Experiential Learning
- Strong analytical skills developed as students complete extensive business case studies
- Highly effective leadership and communication skills developed through education, extra-curricular involvement and work experiences

Marketing Management Course Sequencing

YEAR	FALL (SEPT-DEC)	WINTER (JAN-APRIL)	SUMMER (MAY-AUG)
ONE	<ul style="list-style-type: none"> • INTRODUCTION TO BUSINESS • INTRODUCTORY MICROECONOMICS • BUSINESS MATHEMATICS¹ • INTRODUCTION TO PSYCHOLOGY¹ 	<ul style="list-style-type: none"> • INTRODUCTORY MARKETING • INTRODUCTORY FINANCIAL ACCOUNTING • INTRODUCTORY MACROECONOMICS • 1 RESTRICTED ELECTIVE¹ • 1 ELECTIVE¹ 	OFF
TWO	<ul style="list-style-type: none"> • MANAGEMENT ACCOUNTING • BUSINESS COMMUNICATION • INTRODUCTION TO CO-OPERATIVE EDUCATION • ONE OF: ECONOMIC STATISTICS OR STATISTICS FOR BUSINESS DECISIONS OR MAKING SENSE OF DATA IN PSYCHOLOGICAL RESEARCH • INDIVIDUALS AND GROUPS IN ORGANIZATIONS • 1 ELECTIVE 	<ul style="list-style-type: none"> • INFORMATION MANAGEMENT • FUNDAMENTALS OF CONSUMER BEHAVIOUR • RESEARCH METHODS • BUSINESS AND CONSUMER LAW • 1 RESTRICTED ELECTIVE 	WORK TERM ONE
THREE	WORK TERM TWO	<ul style="list-style-type: none"> • OPERATIONS MANAGEMENT³ • INTRODUCTION TO FINANCE³ • MARKETING COMMUNICATIONS³ • 1 RESTRICTED ELECTIVE³ • 1 ELECTIVE³ 	WORK TERM THREE
FOUR	<ul style="list-style-type: none"> • FINANCIAL MANAGEMENT³ • MARKETING ANALYTICS³ • 3 ELECTIVES³ 	WORK TERM FOUR	WORK TERM FIVE
FIVE	<ul style="list-style-type: none"> • CONSUMER INFORMATION PROCESSES⁴ • MARKETING STRATEGY⁴ • 3 ELECTIVES⁴ 	<ul style="list-style-type: none"> • INTERNATIONAL MARKETING⁴ • STRATEGIC MANAGEMENT⁴ • CORPORATE SOCIAL RESPONSIBILITY⁴ • 2 RESTRICTED ELECTIVES⁴ 	

- 1 - May be taken in academic semester 1 or 2
- 3 - May be taken in academic semester 5 or 6
- 4 - May be taken in academic semester 7 or 8

Restricted electives include 0.50 credits (1 course) from each of the following areas:

- Marketing Environment
- History/Global Perspective
- Leadership/Professionalism
- Advanced Marketing
- Experiential Learning Capstone

BASED ON THE 2021/22 UNDERGRADUATE CALENDAR

PLEASE SEE THE CURRENT UNDERGRADUATE CALENDAR FOR MORE INFORMATION