



CAPE BRETON UNIVERSITY | **Shannon School
of Business**

**BACHELOR OF BUSINESS ADMINISTRATION
SPECIALIZATION IN MARKETING (REGULAR STREAM)**

WHAT IS THE STUDY OF MARKETING?

Marketing is the process of planning and executing the pricing, promotion, and distribution of ideas, goods and services to create an exchange that satisfies individual and organizational objectives. Marketing bridges the gap between consumers and an organization, helping companies understand what people want from their product or service.

Identifying the market and the target customer is fundamental to business success. The marketing program at CBU takes you through the entire process from beginning to end, ensuring you are prepared to meet customer needs in the consumer, industrial and service settings.

WHY STUDY MARKETING AT CBU?

- Many CEOs of today's most successful firms have a background in marketing. Depending on your career choice, you may have a great deal of flexibility concerning the hours you work and ultimately how much you can earn.
- Creative and enthusiastic professors explore a range of topics, including consumer behaviour, product audits, opportunity identification, channel management, tourism, report writing, data analysis and client presentations.
- The Shannon School of Business maintains close ties with the local business community, bridging the gap between students and professionals, owners and managers in the legal field. Take advantage of this close network and gain real life experience through CBU's co-op program.

BBA Degree

**This program has
two entry points, so
students can start
in September or
January.**

To learn more about the BBA Specialization in Marketing visit chalocanada.ca/bbamktgr

MARKETING COURSES

- MRKT 4314 New Product/Service Marketing and Development
- MRKT 4313 Sustainable Marketing
- MRKT 4311 Retail Management
- MRKT 4309 Social Media Marketing
- MRKT 4308 Marketing Strategy
- MRKT 4306 International Marketing Management
- MRKT 4304 Sales and Sales Management

CO-OP INTERNSHIP OPTION

Students are eligible to take a paid internship while completing their BBA. The internship is usually 12-16 weeks in duration allowing students to work with a mentor in the field of study while earning a wage, three credits and a competitive edge when applying for future work.

PROGRAM STRUCTURE

Students will take core BBA courses for the first two years of the program and then focus on marketing in year 3 and year 4 during their study period in Canada.

Students will receive a 4-year Canadian university degree upon the successful completion of the program.

Attention

For those students who have graduated from an Indian educational institution with a degree in this subject area, credit recognition for your Indian courses is possible.

Please contact Chalo Canada for further details.

ADMISSION REQUIREMENTS

Applicants to the program must have completed five Grade 12 advanced or academic courses including English and Mathematics, with an overall average of at least 65%. Applicants must successfully complete the IELTS exam with a score of 6.5 band average with no individual section score less than 6.0.

CAREER DEVELOPMENT SERVICES

Career Development Services will help you prepare for a successful career. Its services include individual career counselling, resume and cover letter writing, mock interviews with feedback, graduate information, labour market information and more.

CAREERS

Careers in marketing can be in areas as varied as marketing research, brand management, advertising, promotions, and public relations. Use your CBU degree to build a career as a marketing analyst, product development manager, media director or coordinator, or public relations consultant among others. Marketing is an essential business requirement for private, public, and non-profit organisations.

CBU's BBA Specialization in Marketing will prepare you with the education necessary for you to achieve success in this important sector.


Chalo Canada
Your Pathway to Canada

For more information contact:

e: application@chalocanada.ca
w: chalocanada.ca

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