



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

**BACHELOR OF BUSINESS ADMINISTRATION  
SPECIALIZATION IN MARKETING (TWINNING 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.

**TAKE ADVANTAGE OF THE TWINNING STREAM**

- A golden opportunity to have a Canadian university degree with a Specialization in Marketing.
- The twinning stream will allow you to study your first two years in India and your final two years in Canada
- Huge savings on tuition and living expenses as compared to a full 4-year study abroad
- Career-focused education at a Canadian educational institution in your desired field of study
- Educational, career, and placement counselling with a possibility of international placements

**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/bbamktgt](http://chalocanada.ca/bbamktgt)

## 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 in India 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 Canadian portion 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 the first two years of study at an Indian educational institution covered by the twinning agreement and achieved the required IELTS 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](mailto:application@chalocanada.ca)  
**w:** [chalocanada.ca](http://chalocanada.ca)

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