Adding Value to Your Team

What types of beverages do people want? Will people switch to another beverage if the price of coffee doubles? Marketers solve such managerial problems by considering consumer behaviour as well as organizational goals. The focus of this major is understanding customers and competition and managing local and global marketing operations.

University of Guelph Advantage

In addition to core business areas, students study marketing management, consumer behaviour, market research, advertising and other forms of communication, quality management, applied economics and policy, and learn how to develop strategies for product development, promotion and pricing. 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. Starting in first year, students receive a well-rounded, broad-based knowledge of business in addition to the Marketing Management major.

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 hiring tool 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

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FALL (SEPT-DEC)</th>
<th>WINTER (JAN-APRIL)</th>
<th>SUMMER (MAY-AUG)</th>
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</thead>
</table>
| ONE  | • INTRODUCTION TO BUSINESS  
      • INTRODUCTORY MICROECONOMICS  
      • BUSINESS MATHEMATICS\(^1\)  
      • INTRODUCTION TO PSYCHOLOGY\(^1\) | • INTRODUCTORY MARKETING  
      • FINANCIAL ACCOUNTING  
      • INTRODUCTORY MACROECONOMICS  
      • 1 RESTRICTED ELECTIVE\(^1\)  
      • 1 ELECTIVE\(^1\) | OFF |
| TWO  | • MANAGEMENT ACCOUNTING  
      • BUSINESS COMMUNICATION IN A CHANGING WORLD  
      • 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 | • INFORMATION MANAGEMENT  
      • FUNDAMENTALS OF CONSUMER BEHAVIOUR  
      • RESEARCH METHODS  
      • BUSINESS AND CONSUMER LAW  
      • 1 RESTRICTED ELECTIVE | WORK TERM ONE |
| THREE| WORK TERM TWO | • OPERATIONS MANAGEMENT\(^3\)  
      • INTRODUCTION TO FINANCE\(^3\)  
      • MARKETING COMMUNICATIONS\(^3\)  
      • 1 RESTRICTED ELECTIVE\(^3\)  
      • 1 ELECTIVE\(^3\) | WORK TERM THREE |
| FOUR | | | WORK TERM FOUR |
| FIVE | | | WORK TERM FIVE |
|      | • CONSUMER INFORMATION PROCESSES\(^4\)  
      • MARKETING STRATEGY\(^4\)  
      • 3 ELECTIVES\(^4\) | • INTERNATIONAL MARKETING\(^4\)  
      • STRATEGIC MANAGEMENT\(^4\)  
      • CORPORATE SOCIAL RESPONSIBILITY\(^4\)  
      • 2 RESTRICTED ELECTIVES\(^4\) | |

- 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 2019/20 UNDERGRADUATE CALENDAR**

**PLEASE SEE THE CURRENT UNDERGRADUATE CALENDAR FOR MORE INFORMATION**