

Make the world
a better place
through business.



Focus area: Marketing

Tap into your creative side as an advertising executive, stay ahead of the trends in technology and communication, and support your passion by helping to raise an organization's profile in a community. Understand why people buy the things they do, how to do market research and how to use marketing tools to improve customer loyalty, experiences and relationships. Pros: experiential learning opportunities through the Cenovus Centre of Excellence in Sales and Supply Chain Management, and accredited coursework through the Canadian Professional Sales Association.

Marketing communications is a fundamental and complex part of a company's marketing efforts. It includes all the means that are used to convey messages about products, brand and services (either directly or indirectly) to potential consumers.

If you would like to focus your studies in marketing communications, you should include in your program the following elective courses, which we expect to offer over the next two academic years:

- BUSI 3210: Consumer Behaviour
- BUSI 4215: Marketing Communications (formerly BUSI 5210)
- BUSI 4221: Marketing Research (formerly BUSI 5220)
- BUSI 4235: Services Marketing (formerly BUSI 6230)
- BUSI 5218 Customer Relationship Management (formerly BUSI 7218)
- BUSI 5230: Marketing Management (formerly BUSI 7230)
- BUSI 6052: Marketing for Sustainability

Digital marketing takes advantage of the internet, social media, the metaverse and beyond to reach individuals locally and globally.

If you would like to focus your studies in digital marketing, you should include in your program the following elective courses, which we expect to offer over the next two academic years:

- BUSI 2220: Personal and Branding with Social Media
- BUSI 3210: Consumer Behaviour
- BUSI 4215: Marketing Communications (formerly BUSI 5210)
- BUSI 4241: Digital Marketing (formerly BUSI 6241)
- BUSI 5230: Marketing Management (formerly BUSI 7230)

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Sales is the bottom line. Marketing informs and attracts prospects to companies, products or services. Sales, on the other hand, works directly with prospects to reinforce the value of the company's solution to convert prospects into customers.

If you would like to focus your studies in sales, you should include in your program the following elective courses, which we expect to offer over the next two academic years:

- BUSI 3210: Consumer Behaviour
- BUSI 4217: Professional Selling (formerly BUSI 5217)
- BUSI 4218: Salesforce Management (formerly BUSI 6217)

All course descriptions are available through the [University Calendar](#).

Career options:

Digital marketing

- Content manager/strategist
- Digital marketing manager
- Media planner
- Social relations advisor
- User experience designer

Marketing communications

- Communications and digital marketing specialist
- Community marketing manager
- Digital marketing and communication co-ordinator
- Marketing communication advisor
- Marketing specialist

Sales

- Marketing/brand manager
- Market research analyst
- Sales executive
- Sales manager
- Sales marketing assistant

Experiential learning opportunities:

The [Cenovus Centre of Excellence in Sales and Supply Chain Management](#) offers inspiration, mentoring, experiential learning and research opportunities to students to help develop leaders in sales and supply chain management. [Get inspired!](#)