

Business Administration – Marketing



Benefits of hiring a Niagara College Co-op student

NEW TALENT | STAFF COVERAGE | PEAK SEASON | SPECIAL PROJECTS

Three-year business program focused on integrated marketing and communication strategies.

Student Competencies:

- Demonstrate a general knowledge of various aspects of business including operations management, human resources, international business, accounting, economics, business law and organizational behaviour.
- Develop an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market
- Develop pricing strategies, which take into account perceived value, competitive pressures, corporate objectives, and cost analysis
- Create strategies for the efficient and effective distribution of products, concepts, goods, and services
- Determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs
- Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits
- Communicate marketing information persuasively and accurately in oral, written, and graphic formats
- Conduct primary and secondary market research to provide information needed to make marketing decisions

Our students have enhanced organizations in these areas:

- Advertising
- Branding
- Customer Relations
- Event Management
- Fundraising
- Market Research
- Media Buying
- Promoting
- Sales
- Social Media
- Strategy Development

Academic & Co-op Work Schedule			
Year	Fall Term	Winter Term	Spring Term
1	Study	Study	Open
2	Study	Study	Work
3	Study	Study	

Co-op work term requirement is 450 hours.

Post your employment opportunities at mycareer.niagaracollege.ca

Career Services

For information about hiring, please contact us at:
905-641-2252 ext. 4165
nccareerservices@niagaracollege.ca

Ask us about the (up to)

\$3,000

Co-op Education Tax Credit