

# 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 all aspects of business including operations management, marketing, international business, accounting, economics and entrepreneurship
- › 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	<b>WORK</b>
3	Study	Study	

Co-op work term requirement is 450 hours.

Post your employment opportunities at [mycareer.niagaracollege.ca](http://mycareer.niagaracollege.ca)



For information about hiring, please contact us at:  
**905-641-2252** ext. 4165  
[nccareerservices@niagaracollege.ca](mailto:nccareerservices@niagaracollege.ca)

Ask us about the (up to)

**\$3,000**

**Co-op  
Education  
Tax Credit**