

Confederation College is located in the city of Thunder Bay, a culturally diverse community that serves as the education and government hub of northwestern Ontario. Located in the heart of one of the finest outdoor recreation and tourism destinations in Canada, Confederation College students enjoy the benefits of living and learning in a community that provides a rich lifestyle right at your doorstep.

At Confederation College we change lives through learning. We are committed to meeting the needs of our learners, employers and communities, and we are here to help you succeed in meeting your life goals. To arrange for a Thunder Bay campus tour call (807) 475-6110 or [book a tour online](#).

CAMPUSES

[Thunder Bay »](#)

1450 Nakina Drive
P.O. Box 398
Thunder Bay, ON
Canada P7C 4W1

[Dryden »](#)

[Fort Frances »](#)

[Geraldton »](#)

[Kenora »](#)

[Marathon »](#)

[Red Lake »](#)

[Sioux Lookout »](#)

[Wawa »](#)

ADMISSIONS

The minimum admission requirement for a postsecondary program is an Ontario Secondary School Diploma, or its equivalent, with minimally 2 senior credits at the college, college/university or university preparation level. Some programs have additional admission requirements. For specific admission requirements, please see the program descriptions included in this publication, visit the [Admissions website](#) or contact our Admissions Office at (807) 475-6213.

SERVICES FOR PROSPECTIVE STUDENTS

Click the title to visit Department webpage:

Admissions & Recruitment »	(807) 475-6213
Career & Placement Services »	(807) 475-6193
Centre for Continuing Education »	(807) 475-6550
Counselling Services »	(807) 475-6110
Distance Education »	1-800-563-9435
Financial Aid »	(807) 475-6637
Fitness Centre »	(807) 475-6239
General Inquiry »	(807) 475-6110
Health Centre »	(807) 475-6169
International Students »	(807) 475-6175
Learning Centre »	(807) 475-6618
Library Learning Commons »	(807) 475-6219
Negahneewin College of Academic & Community Development »	(807) 475-6465
Oshki Anishnawbeg Student Assoc. »	(807) 475-6314
Registration Services »	(807) 475-6265
Residence/Housing »	(807) 475-6381
Student Union »	(807) 475-6226

Business Marketing

The Business - Marketing Program places emphasis on the development of the following critical marketing skills:

- the ability to communicate;
- the ability to analyze and make decisions with limited information;
- the ability to work as a member of a team;
- the development of research skills;
- creative problem solving.

The knowledge gained will enable graduates to make contributions to local, national and international employers.

Students who complete the three-year program can be eligible to take their degree at Lakehead University through our new articulation agreement.

Graduates from the 2-year Business - Marketing program are encouraged to apply their courses for advanced credit towards the Registered Professional Marketer (RPM) designated with the Canadian Institute of Marketing. Check it out at www.cinstmarketing.ca

Admission Requirements

- Ontario Secondary School Diploma (or equivalent) with courses from the College (C), University (U), University/College (U/C), or Open (O) preparation levels.
- or successful completion of the Mature Student Assessment.
- or appropriate credits from the Academic and Career Entrance program (ACE).

Additional Courses Required:

Grade 12 College or University Preparation English.

Applicants not meeting these admission requirements are encouraged to consider the College Access or the General Arts and Science Certificate or Diploma programs; students who successfully complete one of these programs would be eligible to apply to programs in the Business, Hospitality and Media Arts areas.

FIRST SEMESTER

Course Number	Title	Credits
AC 102	Introductory Accounting I	3
CS 007	Persuasive Writing	3
HR 131	Human Resources I	3
MA 132	Business Mathematics Fundamentals	3
MC 155	Microsoft Office 2007 Applications	3
MK 114	Marketing Essentials	3
	Total	18

SECOND SEMESTER

Course Number	Title	Credits
MK 417	Professional Development Skills	3
CS 220	Business Communications	3
HR 232	Interpersonal Business Dynamics	3
MK 418	Professional Selling	3
MK 213	Advanced Marketing	3
GE ...	General Education Elective	3
	Total	18

THIRD SEMESTER

Course Number	Title	Credits
AC 220	Applied Financial Analysis	3
GB 317	Business Law & Ethics	3
MK 338	Culture and Communication	3
MK 317	Desktop Publishing	3
MK 420	Market Research for the 21st Century	3
GE ...	General Education Elective	3
	Total	18

FOURTH SEMESTER

Course Number	Title	Credits
EC 302	Principles of Economics	3

Course Number	Title	Credits
EN 400	Entrepreneurship	3
MK 409	Strategic Marketing Management	3
MK 318	Advertising, Promotion & Media	3
MK 503	Consumer Behaviour	3
GE ...	General Education Elective	3
	Total	18



Course Descriptions

Introductory Accounting I

AC102

This course is an introduction to accounting. Students will examine the topics of recording and summarizing transactions, preparing worksheets, preparing adjusting and closing entries, and preparing financial statements for service and merchandising concerns. Students will apply their knowledge of basic accounting procedures to make financial business decisions.

Applied Financial Analysis

AC220

In this course, students will analyze the income statement and the balance sheet by examining relevant ratios and accounting principles. Students will project financial consequences of decisions and ideas with CVP analysis. Students will prepare a cost benefit analysis and learn how to calculate a projected return on investment. The impact on financial statements of a marketing campaign will be analyzed in a written report.

Persuasive Writing

CS007

With a thematic focus on current issues, this course will help learners to express themselves clearly, correctly and persuasively in written form. Learners will also engage in analytical reading and critical thinking through assigned readings and discussions on a variety of topics. The course will also help learners to effectively compile and present research in essay form according to the APA style of documentation.

Business Communications

CS220

In this course, students will enhance their business writing skills to produce letters, memoranda, and informal reports. They will combine collaborative methods with advanced research, written and oral skills to produce and present a major formal report.

Principles of Economics

EC302

This course introduces the student to essential principles of economics. Students examine the basic economic theories of supply and demand, the role of government, economic indicators, money and banking, monetary and fiscal policies, international trade, and the operation of markets.

Entrepreneurship

EN400

This course has been designed to provide the student with a thorough comprehension of the entrepreneurial process as it relates to business start-up. Students will examine various entry paths to an entrepreneurial career and the rewards and challenges associated with those options. Students will learn how to identify and assess business opportunities and ideas as well as prepare business plans for the start-up of a business venture.

Business Law & Ethics

GB317

This course presents a practical study of Canadian business law, including the legal and administrative systems, torts, contracts, employment laws, and general legal considerations that arise for a business. In addition, students will assess intellectual property, patent, trademark, copyright, and franchising laws and apply them to business cases.

Human Resources I

HR131

Organizations depend on the effective management of its human resources to achieve optimum results. In this course, you will learn how proper recruitment/selection strategies and training and development methods maintain an organization's competitive advantage. The integral role of job design and analysis in affecting compensation management and performance appraisal decisions will be examined. You will investigate a variety of employment, and health and safety laws as they relate to managing a diverse workforce. In addition, the fundamental principles of the union-management framework will be explored.

Interpersonal Business Dynamics

HR232

The field of organizational behaviour examines human behaviour in organizations. Students will assess the impacts of human behaviour on organizational performance through the study of personal values and perceptions, motivational techniques, effective utilization of teamwork, conflict resolution options, negotiation processes, leadership styles, approaches to decision making, options for organizational structure, and change management. They will be able to predict potential impacts of human resources policies and practices on employee behaviour as well as recommend management practices to effectively address specific employee behaviours.

Business Mathematics Fundamentals

MA132

This course is intended to review and develop basic mathematical and algebraic skills as preparation for other college level business courses and for use in future employment. Topics covered include basic numeric skills, integers, exponents, order of operations, percents, rates, ratios, basic and intermediate algebra and equations.

Microsoft Office 2007 Applications

MC155

This course introduces students to the use of Microsoft Office 2010 applications. Specifically, students will use basic and intermediate features of, Microsoft Word, Excel and PowerPoint to perform tasks commonly encountered in the workplace. A portion of this class will be independent study. Students must have access to a computer with Windows XP or greater and Microsoft Office 2010.

Marketing Essentials

MK114

This course introduces the student to current Canadian material on strategic marketing and research strategies. Students will explore and analyze consumer behaviour including social responsibility in marketing. Students will apply their knowledge in producing a marketing plan.

Advanced Marketing

MK213

This course builds on the foundation of Marketing Essentials. Students will continue to examine current Canadian material on strategic marketing and research strategies for product and service organizations. Students will determine strategies for developing new products and services that are consistent with evolving marketing needs and apply their knowledge in producing a marketing plan.

Desktop Publishing

MK317

This course focuses on developing effective advertising layouts. The learner will create advertising flyers, newsletters, brochures, letterhead, business cards, envelopes, coupons, invoices, fax covers, order forms, schedules, and web pages using a variety of frames, images, and graphic accents. MacIntosh computers will enhance the graphic experience.

Advertising, Promotion & Media

MK318

Marketers require a solid foundation in advertising, sales promotion, media techniques and applications. In this course, students will develop their skills as they apply fundamental principles and practices of marketing communications in a variety of industry, product and service situations.

Culture and Communication

MK338

Culture impacts every aspect of an international business transaction, from contract negotiation to personnel management. In fact, many international business activities fail due to cultural misunderstandings. In this course students develop an understanding of culture, cultural differences and their own cultural orientation. Verbal and non-verbal communication is examined in the context of different cultural environments and students determine their own level of inter-cultural effectiveness through the completion of a comprehensive self-assessment.

Strategic Marketing Management

MK409

The marketing student of today is required to develop a national and international understanding of business. Studying domestic and global patterns, students will learn to compare and contrast marketing applications from a managerial perspective. A collaborative group approach will be employed in the design of a marketing strategy.

Professional Development Skills

MK417

This course will focus on the development leadership, motivation, personal habits and confidence necessary for a professional business attitude. The student will acquire various communication skills that will assist them in the presentation of ideas, products and oneself in business activities.

Professional Selling

MK418

This course will explore the world of building relationships in the sales field. Students will examine the steps in the preparation, presentation negotiation and the follow up of a professional sale. Students will explore and analyze method of managing relationships including adaptation of presentations and ethical and social responsibility. Students will apply their skills by delivering a sales presentation.

Market Research for the 21st Century

MK420

Businesses, whether local, national, international or e-business, need up-to-date market information in order to make effective decisions. This course will focus on the process of acquiring information that can be utilized to research market opportunities and design effective marketing strategies. The research process will be examined and then applied to practical research assignments using appropriate software. Students will be introduced to both primary and secondary sources of data.

Consumer Behaviour

MK503

This introduction to consumer behaviour shows how the behavioural sciences help answer questions about why people choose one product or brand over another, how they make their choices, and how organizations use this knowledge to provide value to consumers. In addition, actual applications of consumer behaviour concepts to marketing situations are designed and executed by the students.
