# University Certificate in Marketing

## One Year (30 credits)

**2025/2026** [Program Requirements](https://www.athabascau.ca/calendar/undergraduate/program-regulations/university-certificates/university-certificate-in-marketing.html) **- Effective September 1, 2025**

This program plan will assist you in planning your program. You must follow the official program requirements for the calendar year in which you are enrolled.  
  
Please contact [Faculty of Business Advising Services](https://www.athabascau.ca/business/about/contact-us.html) for program planning assistance.

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| **Course Level Legend** JUNIOR / JR - 200 numbered course SENIOR / SR - 300 or 400 numbered course PREPARATORY - 100 numbered course | **Course Progress Legend** TR - Transfer Credit Awarded C - Completed AU Course IP - In Progress AU Course |

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| **LEVEL** | TOTAL CREDITS | **COURSE** | **REQUIREMENT** | **COURSE PROGRESS** | **COMMENTS** |
| Junior | 3 | [ADMN232](http://www.athabascau.ca/html/syllabi/admn/admn232.htm)  or  [ADMN201](https://www.athabascau.ca/syllabi/admn/admn201.html) | Required |  |  |
| Junior | 6 | [ECON247](http://www.athabascau.ca/html/syllabi/econ/econ247.htm) | Required |  |  |
| Senior | 9 | [BTMA320](https://www.athabascau.ca/syllabi/btma/btma320.html) | Required |  |  |
| Senior | 12 | [LGST369](http://www.athabascau.ca/html/syllabi/lgst/lgst369.htm) | Required |  |  |
| Senior | 15 | [MGSC301](http://www.athabascau.ca/html/syllabi/mgsc/mgsc301.htm) | Required |  |  |
| Senior | 18 | [MKTG396](http://www.athabascau.ca/html/syllabi/mktg/mktg396.htm) | Required |  |  |
| Senior | 21 | [MKTG406](http://www.athabascau.ca/html/syllabi/mktg/mktg406.htm) | Required |  |  |
| Senior | 24 | [MKTG440](http://www.athabascau.ca/html/syllabi/mktg/mktg440.htm) | Required |  |  |
| Senior | 27 | [MKTG466](http://www.athabascau.ca/html/syllabi/mktg/mktg466.htm) | Required |  |  |
| Jr/Sr | 30 |  | Elective |  | See list of electives below. |

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| **Residency requirement.** A minimum of 15 credits must be obtained through Athabasca University. |

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| **Marketing Electives** (select 3 credits from the following) | |
| [COMM243](http://www.athabascau.ca/html/syllabi/comm/comm243.htm) OR [COMM277](http://www.athabascau.ca/syllabi/comm/comm277.php) | 3 Credits |
| [MGSC312](http://www.athabascau.ca/html/syllabi/mgsc/mgsc312.htm) | 3 Credits |
| [MKTG410](http://www.athabascau.ca/html/syllabi/mktg/mktg410.htm) | 3 Credits |
| [MKTG414](http://www.athabascau.ca/html/syllabi/mktg/mktg414.htm) | 3 Credits |
| [Any marketing course](https://www.athabascau.ca/course/index.html?/undergraduate/all/marketing/) not taken from above | 3 Credits |