

Undergraduate Diploma Business – Sales and Marketing

Do you have a natural ability to influence others and want to explore a career in sales and marketing? As a Business – Sales and Marketing graduate you have the specific skills and abilities needed to play a leading role in today's competitive business environment.

Career opportunities:

Account executive, Business-to-business sales representative, Customer care representative, Marketing analyst or assistant, Retail manager, Sales and marketing coordinator, small business manager



Credential Awarded
Diploma



Campus
Toronto



Program Code
P5451



Delivery
2 Years (4 terms)



Program Start:
**Winter (January)
Spring (May)
Fall (September)**



Tuition Fees*
**For the most up-to-date
fees, please visit
niagaracollegeutoronto.ca**

Program Outline

COMM1133 Writing Strategies
ENTR1101 Small Business and Entrepreneurship
MATH1107 Mathematics
MKTG1222 Retail and Merchandise Management
MKTG1301 Principles of Marketing
MICR1493 Computer Applications

COMM1340 Business Communications
INTL1100 Fundamentals of International Trade
MICR1310 Marketing Computer Applications
MKTG1311 Integrated Marketing Communication
MKTG1420 Professional Selling II

ACCT1198 Financial Accounting Concepts
MICR1583 Spreadsheet Applications
MKTG1204 Sales and Success Fundamentals
MKTG1221 Principles of Consumer Behaviour
MKTG1320 Professional Selling I

COMM1445 Business Reports
ENTR1252 New Venture Development
MGMT1100 Management Principles
BUSN1422 E-Business
MKTG1349 Sales and Marketing Strategy
OPER1401 Operations Management I
PRAC1100 Field Placement - Sales and Marketing

* Tuition and fees are estimated for the 2023 academic year and are subject to change. If your program is scheduled to continue into the next academic year, please visit niagaracollegeutoronto.ca for future academic year fees or contact our Admissions Office. Ancillary fees include: Academic Advising, Peer Services, Technology, Career Service, Counselling and Mental Health, Student ID Card, Orientation, Achievement and Records, Student Health Plan, and Alumni.

Admission Requirements

✓ Secondary education transcripts
(High School)

✓ Proof of English proficiency

If English is your second language, you will need to provide proof of English language proficiency. Niagara College will accept the language proficiency scores outlined in the chart below. The chart represents general admission and may vary from country-specific admission requirements.

Please contact admissions@niagaracollegeutoronto.ca to learn more about country-specific requirements.

Language Proficiency Test	Minimum overall accepted score for Undergraduate Diploma programs
Cambridge English Exams (B2 First/FCE, C1 Advanced/CAE or C2 Proficiency/CPE)	169 with no skill below 162
International English Language Testing System (IELTS*) including Indicator Test	6 with no individual band under 5.5
Duolingo Language Test	Between 105 – 110
Internet-based (IBT) Test of English as a Foreign Language (TOEFL) including Special Home Edition Test	79 with 20 in Writing and 20 in Speaking
Pearson Test of English (PTE)	53 - 57
Canadian Academic English Language Test (CAEL) including CAEL Online Proficiency Test	60 with no individual band less than 50
Niagara College's English for Academic Preparation (EAP)	Completion of Level 5 English for Academic Preparation (EAP) program with 70% and no individual grade under 50%
The Language Gallery Canada**	UPP Level 5
Toronto School of Management**	EAP Level 5

* Niagara College – Toronto recognizes the IELTS Academic tests. The IELTS General tests are not accepted for admissions to academic programs. Please note, meeting or exceeding the minimum score requirements does not guarantee admission to Niagara College - Toronto.

** The Language Gallery Canada and Toronto School of Management are Niagara College – Toronto recognized ESL pathway partners.

Apply Now!



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