



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 niagaracollegetoronto.ca

Program Outline

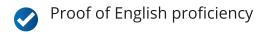
COMM1133 ENTR1101 MATH1107 MKTG1222 MKTG1301 MICR1493	Writing Strategies Small Business and Entrepreneurship Mathematics Retail and Merchandise Management Principles of Marketing Computer Applications	COMM1340 INTL1100 MICR1310 MKTG1311 MKTG1420	Business Communications Fundamentals of International Trade Marketing Computer Applications Integrated Marketing Communication Professional Selling II
ACCT1198 MICR1583 MKTG1204 MKTG1221 MKTG1320	Financial Accounting Concepts Spreadsheet Applications Sales and Success Fundamentals Principles of Consumer Behaviour Professional Selling I	COMM1445 ENTR1252 MGMT1100 BUSN1422 MKTG1349 OPER1401 PRAC1100	Business Reports New Venture Development Management Principles E-Business Sales and Marketing Strategy Operations Management I 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 niagaracollegetoronto.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)



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 <u>admissions@niagaracollegetoronto.ca</u> 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.

Apply Now!





^{**} The Language Gallery Canada and Toronto School of Management are Niagara College - Toronto recognized ESL pathway partners.