

WHAT COURSES WILL I STUDY?

Business Administration – Marketing (Year 2)

Integrated Marketing Communications
Logistics
Marketing Research
Professional Selling
Professional Sales Management
Strategic Internet Marketing
Customer Relationship Management
Marketing management
Management Principles
Two Electives

For more information visit nscclunenburg.ca or nscclunenburg.ca



School of Business
NSCC – Lunenburg Campus

Your pathway to an exciting career in
marketing.



Students and faculty collaborate in our model business office where students gain valuable experience with customer service and working with modern office equipment.

WHERE DO OUR GRADS FIND WORK?

Depending on location, our students have had jobs waiting for them prior to graduation. Their combination of in-depth theory and practical skills has qualified them for entry-level positions in sales, sales promotion, advertising, public relations, marketing research, customer service, and product/brand management.



Marketing at work

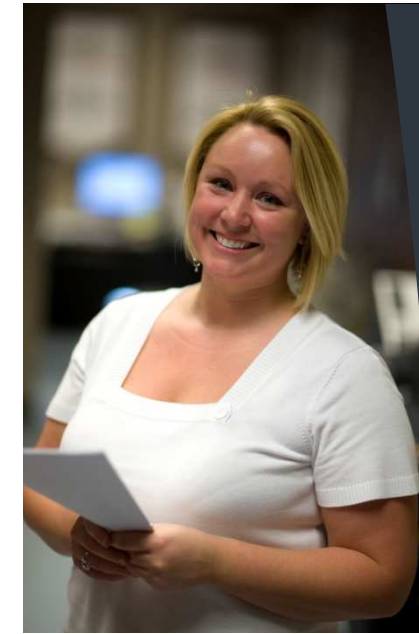
CONNECTING YOUR SKILLS TO THE MARKETING AND RESOURCES BUSINESSES NEED

Projects within this program will give you hands on experience in every step of the marketing process right through to the promotion solutions that are the result of your marketing plans. You will have a solid basis in marketing research, customer relationship management, sales skills and marketing management. You will work on real projects for real organizations and be assessed for your contribution and abilities. These experiences are your edge in the job-hunting marketplace.

Marketing solving business needs



NEXT LEVEL TO THE EDUCATION YOUR TAKE



WHAT OUR PAST GRADS ARE SAYING

“My experiences at the NSCC were very rewarding. I made a lot of friends and the instructors were very helpful in and out of the classroom. They made learning fun and at the same time helped guide me into a very successful career!”

Darren Emino
2003 - Marketing Diploma

SPEED UP YOUR CAREER ADVANCEMENT WITH A DIPLOMA IN BUSINESS ADMINISTRATION - MARKETING

Bachelor of Business Administration Two-PLUS-TWO

Today's reality is that university students go to college, and college students go to university.

NSCC has agreements in place with excellent schools across Canada and in the U.S. (they're called Articulation Agreements), that allow our students to gain advanced standing in a wide variety of university programs using NSCC credits. Where "Two + Two Agreements" exist, a two-year NSCC Diploma can be recognized for up to two years of a four-year university degree.

THE BUSINESS ADMINISTRATION MARKETING CONCENTRATION IS OFFERED AT LUNENBURG CAMPUS

“My experience in the program and at Lunenburg campus was life changing! I left the campus having succeeded in all of my programs, having been Student Council President, and receiving the Board of Governors Award. By the spring 2006 I was working fulltime in radio. I am now the Promotions Director at a radio station in the Annapolis Valley.”

Tina McAuley
2005 – Marketing Diploma