

Schulich School of Business

# MASTERS

Shape  
Your  
Future



**Schulich**  
School of Business

**YORK**  
UNIVERSITY

Earn the credentials you need for the career you want, with a highly specialized 12-month Masters program.

## MMKG

### MASTER OF MARKETING

Equip yourself for the dynamic world of marketing as you master state-of-the-art tools and grow your literacy in analytics, advertising and consumer behaviour.

#### ADDITIONAL MASTERS PROGRAMS AT SCHULICH

## MAcc

### MASTER OF ACCOUNTING

Position yourself for a challenging career in accounting with the CPA-Accredited MAcc, an intensive program that prepares graduates to write the Common Final Examination upon graduation.

## MBAN

### MASTER OF BUSINESS ANALYTICS

Become an expert in the booming field of Big Data and gain a competitive advantage by earning a SAS™ certification.

## MF

### MASTER OF FINANCE

Gain access to a career in investment banking, risk or asset management and cover a significant portion of the CFA body of knowledge.

## MMgt

### MASTER OF MANAGEMENT

Build your knowledge of the major disciplines of management with this unique program designed for high-achieving graduates from non-business backgrounds.

## MREI

### MASTER OF REAL ESTATE & INFRASTRUCTURE

Build your career on a solid foundation with this specialized program for leaders, entrepreneurs and city builders in both real estate and infrastructure.

## MSCM

### MASTER OF SUPPLY CHAIN MANAGEMENT

Develop the analytical skills needed to design creative supply chain solutions in this rigorous, experiential program offered both full- or part-time.

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#### MESSAGE FROM THE DEAN

## Shape Your Future



The global business landscape is hyper-competitive, turbulent and complex. Managing effectively requires more than well-honed technical skills. It requires resiliency, tenacity, and fresh, new thinking. It requires the ability to explore a problem from multiple perspectives, to reframe it, and push through to actionable solutions.

At the Schulich School of Business, we have developed seven distinct full-time, 12-month Masters programs that will equip you to thrive in this new business paradigm; one that our School illustrated in the groundbreaking book *Re-Imagining Capitalism* published in collaboration with McKinsey & Company.

These programs strengthen your technical expertise and enhance your leadership skills. Gain hands-on experience at one of our cutting-edge labs and research hubs at our new Rob & Cheryl McEwen Graduate Study and Research Building. The building is home to our Centres of Excellence where we are global leaders in industries of the future, including business analytics, infrastructure and artificial intelligence.

Chart a course to achieve your career objectives with a Schulich 12-month Masters degree.

**Dezső J. Horváth, PhD, CM**

Dean & Tanna H. Schulich Chair in Strategic Management  
Schulich School of Business

#### Canada's Top-Ranked Business School

**Global Reach. Innovative Programs. Diverse Perspectives.**

**Schulich MBA: #1 IN CANADA** (*Forbes, CNN Expansión, Corporate Knights, América Economía, eFinancialCareers*) **#2 IN THE WORLD** (*Corporate Knights*)

**Kellogg-Schulich Executive MBA: #1 IN CANADA** (*Financial Times, The Economist*) **#6 IN THE WORLD** (*QS TopMBA*) **#8 IN THE WORLD** (*The Economist*)



A man with glasses and a goatee, wearing a dark suit, a light blue striped shirt, and a red patterned tie, stands with his hands in his pockets. He is smiling at the camera. The background is a modern building with a series of colorful vertical slats in shades of purple, pink, and green, set against a light blue sky. The overall scene is bright and professional.

## Master of Marketing

# MMKG

“The Master of Marketing is a unique program that will teach students state-of-the-art digital marketing and research tools and grow their literacy in social media, advertising and consumer behaviour.”

**PROFESSOR M. DAVID RICE**

*BA (Manitoba); MS & PhD (Illinois)*

Program Director, Master of Marketing

# Master of Marketing (MMKG)

A highly specialized professional degree to equip graduates for the dynamic world of marketing.

### CURRICULUM HIGHLIGHTS

Launching in September 2018, the full-time, 12-month Master of Marketing (MMKG) is the first program of its kind in Canada to prepare graduates for professional careers in marketing.

The MMKG curriculum provides you with the critical analysis and decision-making skills required of marketers today. Learn state-of-the-art digital marketing and research tools and explore new developments in analytics, social media, strategic selling and consumer theory. As a graduate of the MMKG, you will be qualified for meaningful positions in private, public, or non-profit organizations, and equipped with the skills to advance to leadership roles in the future.

The capstone of the program is a two-term Marketing Field Project, designed to give you first-hand experience in developing and implementing marketing strategies for an organization.

The MMKG program is open to recent graduates from non-business and business degree programs, and to business professionals who wish to strengthen their marketing capabilities.


### PREPARE FOR A CAREER IN MARKETING

The Master of Marketing program will prepare you for modern marketing roles and give you leadership development opportunities to pursue rewarding careers in the industry. Graduates will understand both marketing and consumer behaviour theory, and have the technical skills required to excel in digital marketing environments.

Throughout your studies, benefit from access to the Career Development Centre (CDC). As Schulich’s in-house team of certified Career Coaches and Industry Advisors, the CDC offers innovative resources, individualized mentoring and coaching to help advance your career. Meet alumni, recruiters and industry leaders at corporate information sessions and other CDC events, and receive online access to the very best career tools available.


Obtaining a Master of Marketing degree opens a wealth of career opportunities in marketing, from brand management positions to strategic marketing leadership roles. Connect with leading companies that recruit for marketing roles at Schulich, including Pepsi, Rogers Communications, Maple Leaf Sports and Entertainment, P&G, General Mills and Kraft Heinz.

FULL-TIME



START DATE

September



COMPLETION

12 months

“Students will benefit from the opportunity to learn from leading marketing experts, and will gain creative thinking skills required to meet the strategic and analytical challenges of modern marketing.”

PROFESSOR M. DAVID RICE  
Program Director, Master of Marketing

### The Schulich MMKG experience provides:

Application

Gain first-hand experience developing and implementing marketing strategies for organizations with a two-term Marketing Field Project.



Perspective

Explore topics that will inform and shape your decision-making, like consumer theory and market research methodology.



Relevance

Grow your awareness of emerging tools, techniques and platforms affecting marketing leaders’ everyday practices.



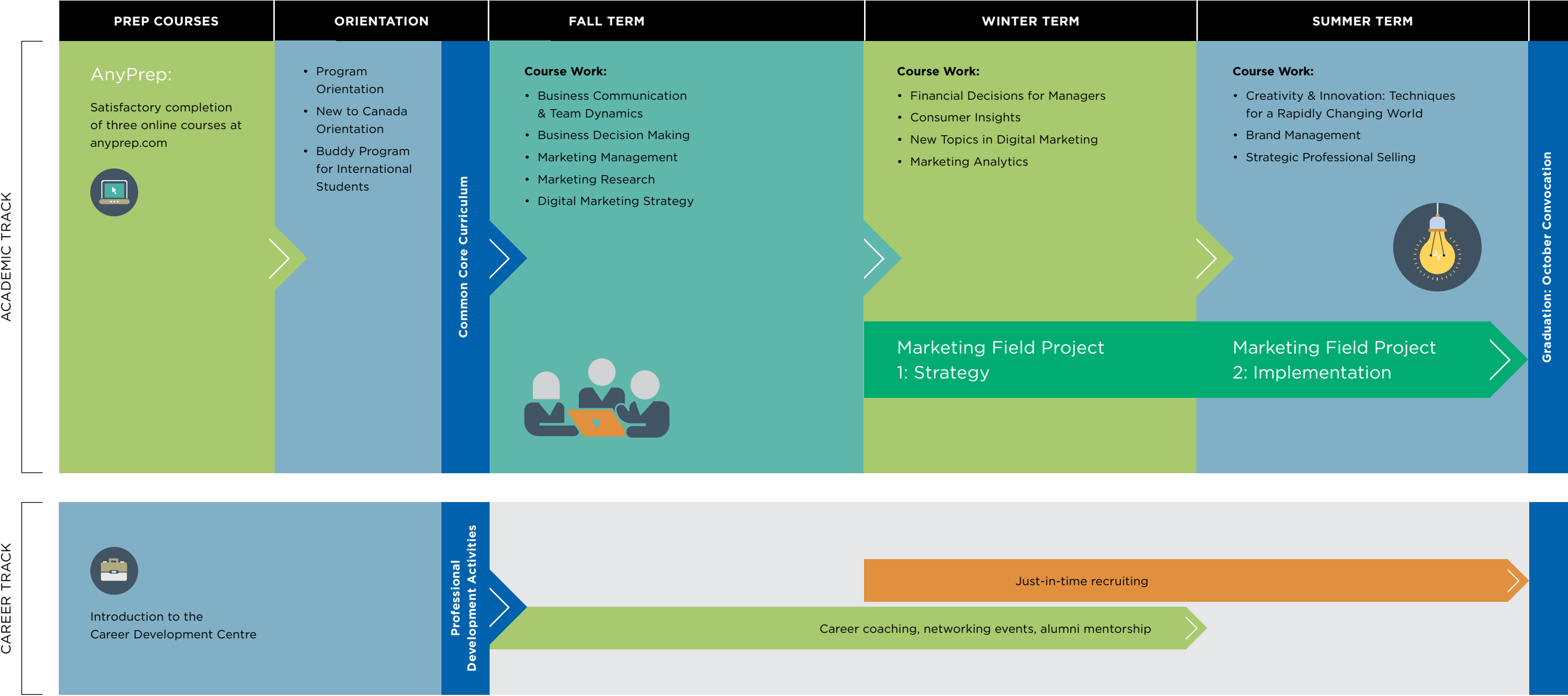
A Competitive Advantage

Develop unique skills that will distinguish you in the dynamic field of marketing, and that will facilitate exciting career opportunities.



# YOUR MMKG JOURNEY

The 12-month Master of Marketing program delivers foundational marketing theory in the context of emerging topics, practices and industry shifts. Students will learn critical research and analytical skills in the classroom, then put them into practice with an experiential marketing field project and co-curricular networking opportunities.





# Student Life

## Make Life-Changing Connections

Build lasting memories as part of an engaged and diverse student community. Develop your strengths, skills and interests with a host of exciting co-curricular activities.

### Participate in Case Competitions

Strengthen your analytical and presentation skills and master the case method with opportunities to compete around the world.

### Discover New Interests and Passions

Choose from over 30 student-run clubs and organizations. From mining and investment banking to sustainable enterprise and women in leadership, you'll have the ability to pursue a broad spectrum of interests alongside your studies.





### Enjoy New Social Activities

Join a tightly knit group of students and connect through sports, pub nights and community engagement. Schulich brings you a world of opportunity to expand your interests with students from an array of different backgrounds and regions.



### The Rob and Cheryl McEwen Graduate Study & Research Building

Designed by the award-winning international architectural firm Baird Sampson Neuert Architects, the 67,000 square-foot Rob and Cheryl McEwen Graduate Study & Research Building will address the need for increased student study and social space, as well as accommodate growth in new academic programs and modern research facilities.


Schulich's Centres of Excellence, including the Centre of Excellence in Responsible Business, the Centre for Global Enterprise, as well as the Brookfield Centre in Real Estate and Infrastructure, will be housed in the new Building. This expansion to the Schulich School of Business complex includes many technical features at the forefront of environmental sustainability in North America and will be home to the Deloitte Cognitive Analytics & Visualization Lab.






# Key Highlights

## It's all Right Here for You at Schulich. Join In!




### SEPTEMBER Schulympics

Join a weekend getaway organized by the Graduate Business Council (GBC) for canoeing, campfires and fun with your fellow students.




### JANUARY MBA Games

Meet and compete with other graduate business students from top schools across Canada.



### OCTOBER Culture Crawl

Celebrate your colleagues' different cultural backgrounds with food, song and performances.




### APRIL Graduate Formal

Toast the end of the Winter Term with a night of awards, dining and dancing.

### Schulich Celebrates Winning the 2018 MBA Games

Team Schulich finished first overall in the three-day competition against 600+ graduate students from 17 schools across Canada.





# Career Development

## Shape Your Success

The Schulich Career Development Centre (CDC) offers a wealth of innovative programs and resources to help students accelerate their careers and facilitate employment opportunities.

Our CDC Advisors are certified career coaches who work closely to help you identify your strengths, determine career objectives and develop a tailored plan to achieve your career goals. Benefit from a variety of resources that have supported consistently high placement rates for graduating students.

### Career Workshop Modules



Benefit from skill-enhancing workshops aimed at making you more marketable and career-ready. Resume and cover letter writing, managing your online presence, and mastering the interview are a sampling of the workshops available to you.

### Corporate Recruitment Events



Connect with companies such as EY, Deloitte, KPMG, Amazon, IBM, SAS™, Scotiabank, Brookfield Asset Management, Loblaw, TD Canada Trust, and CIBC about career opportunities in their organizations.

### Networking Mixers

Engage with Schulich alumni and industry specialists at events such as the Asset Management Mixer, Day on Bay and Accounting Mixer. Enjoy breakfast networking events with leaders in Real Estate and Infrastructure, Health Industry Management and Financial Services.



### Just-in-Time Recruiting

Access job and internship postings from companies around the globe.





# Schulich Global Alumni Network

## Notable Alumni are Leading by Example

When you graduate from Schulich, you become part of one of the largest business alumni networks in Canada. Here's a brief look at the scope of the Schulich alumni network and a sampling of those who are leading by example.

### Connect and benefit from access to the Schulich Global Alumni Network

UPON GRADUATION, JOIN A GLOBAL NETWORK OF OVER

30,000 90

active alumni in countries





Enjoy exclusive access to Schulich's online alumni community, which includes

91

global alumni chapters in

62

countries

As a student, participate in the

SCHULICH ALUMNI MENTORSHIP PROGRAM



or engage with alumni at events and conferences to gain key insights into the industries and careers that you're passionate about.

Take advantage of life-long professional development activities, career management resources, and alumni events.



Jasper Cheung (MBA '90)  
President, Amazon.com, Japan  
Member, International Advisory Council

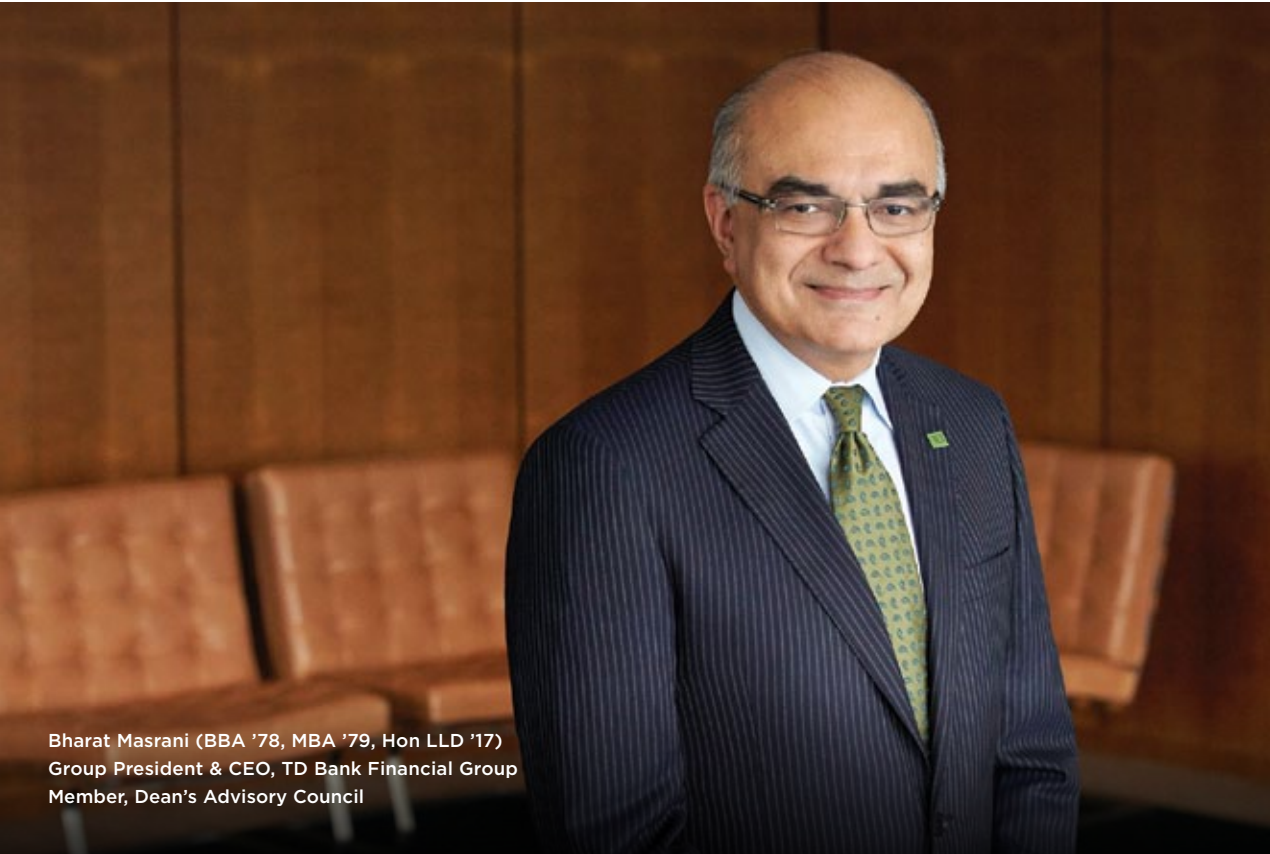


Laura Michalchyshyn (MBA '93)  
Executive Producer, Co-Founder, Sundance Productions  
Member, Arts, Media & Entertainment Advisory Board  
Photo: Francis Hills



Frank M. Vettese (BBA '86, MBA '91)  
Managing Partner & Chief Executive, Deloitte  
Member, Dean's Advisory Council







# The Toronto Advantage

## Why Toronto Rocks

Come to Canada to study, and stay to build a life post-degree through favourable immigration pathways. Take advantage of in-house immigration support to plan for your future.

Ranked as the

**SAFEST METROPOLITAN CITY IN NORTH AMERICA**

**3<sup>rd</sup> LARGEST**

Aggregate stock exchange in North America

**RANKED #3 IN THE WORLD**

*PWC Cities of Opportunity 2016*

**Ranks among the top five most livable cities in the world**

*Economist Intelligence Unit, 2016*



**76,000** TOTAL BUSINESSES

Source (unless specifically indicated): Invest Toronto



One of the most multicultural cities in the world -

**½ OF TORONTO'S POPULATION WAS BORN OUTSIDE OF CANADA**

Ranked in the

**TOP 5**

cities in the world to do business

**82** Companies with over \$1 billion in annual revenues

**TOP 10**


Best cities to live and work

*Boston Consulting Group, 2014*



**ACCESS TO THE DOWNTOWN CORE**

The new Toronto Transit Commission (TTC) York University subway station is located steps from the Schulich building, connecting students to the city's vibrant core in just 30 minutes. The station offers a safe and convenient way to explore the city of Toronto, get to business networking events after classes, and travel between our Keele (uptown) and Nadal (downtown) campuses.





# Admission Requirements

## What's Required to Begin Your Journey

REQUIREMENTS	MMKG Master of Marketing
GPA	B+
PREREQUISITE COURSES IN HONOURS PROGRAM	N/A
GMAT/GRE	Not Required*
ESSAYS	2 video, 2 written, 1 timed written
REFERENCE LETTERS	2 (at least 1 academic reference)
WORK EXPERIENCE	Not required, but strong internships or prior work experience recommended
LANGUAGE PROFICIENCY	IELTS: 7.0 (minimum 6.5 on each dimension) TOEFL: 100 (minimum 23 on each dimension)
ADMISSIONS DEADLINES	<b>SEPTEMBER 2019 ENTRY</b> Round 1*: Nov. 30, 2018 Round 2: Feb. 1, 2019 Round 3: Mar. 15, 2019 Round 4**: Apr. 30, 2019  * International students are encouraged to apply no later than Round 2. ** Late applications are accepted pending space availability.

**\*Revised GRE/GMAT policy for Fall 2019 entry (pending York University Senate approval):** Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE), are not required upon submission of your application. However, submission of these test scores:

- Is optional should you wish to provide further evidence of academic potential.
- May be requested by the Admissions Committee if further evidence of academic performance is required.


# Financial Aid

## Invest in Your Future

We welcome the opportunity to discuss ways to finance your education and the return on investment our programs offer. Send us an email at: [finaid@schulich.yorku.ca](mailto:finaid@schulich.yorku.ca) or visit: [schulich.yorku.ca/financial-aid](http://schulich.yorku.ca/financial-aid).

### \$2 Million

in Scholarships, Awards and Bursaries





### Contact Us

Email: [finaid@schulich.yorku.ca](mailto:finaid@schulich.yorku.ca)  
[schulich.yorku.ca/financial-aid](http://schulich.yorku.ca/financial-aid)

### Line of Credit for Domestic Students

Visit [schulich.yorku.ca/financial-aid/loans](http://schulich.yorku.ca/financial-aid/loans) for a list of partnered banks and preferred rates for domestic students in professional programs.

### Loans for International Students

To learn more about funding opportunities for international students, please visit: [schulich.yorku.ca/financial-aid/loans](http://schulich.yorku.ca/financial-aid/loans)

### Additional Financial Aid

- Support for case competitions
- Partnerships with:




# Tuition Fees

Please note that tuition fees for 2019 and beyond have not been set. Below are 2018-2019 fees.

All fees are in Canadian dollars

		DOMESTIC STUDENTS Canadian Citizen, Landed immigrant, Permanent Resident	INTERNATIONAL STUDENTS Visa/Study Permit
MF MBAN MSCM	Cost Per Term* 2018 – 2019	\$ 19,930 (MF, MBAN or MSCM, Full-time) \$ 9,965 (MSCM, Part-time)	\$ 25,470
	TOTAL TUITION** (Approx. based on 3 terms)	\$ 59,800	\$ 76,400
MAcc MMgt	Cost Per Term* 2018 – 2019	\$ 9,920 (MAcc or MMgt, Full-time)	\$ 18,020
	TOTAL TUITION** (Approx. based on 3 terms)	\$ 29,800	\$ 54,100
MMKG	Cost Per Term* 2018 – 2019	\$ 13,320 (Full-time)	\$ 25,470
	TOTAL TUITION** (Approx. based on 3 terms)	\$ 39,960	\$ 76,400
MREI	Cost Per Term* 2018 – 2019	\$ 18,540 (Full-time)	\$ 24,220
	TOTAL TUITION** (Approx. based on 3 terms)	\$ 55,600	\$ 72,700

\* All fees are subject to change.  
\*\* Total tuition fees are approximate and vary with start date and program length. Please consult the Schulich School of Business website.  
Total tuition fees listed above include an estimated \$450 per term ancillary and student referenda fee.  
For supplementary fee information please refer to the Student Financial Services website: [sfs.yorku.ca/fees/courses](https://sfs.yorku.ca/fees/courses)



# Cost of Living

LIVING EXPENSES IN TORONTO¹ (1 Term)		
Books/Course Materials	\$	750
Rent (On Campus)²	\$	5,000
Food	\$	1,500
Personal Expenses	\$	1,000
Health Insurance (UHIP + GSA coverage)³	\$	450
APPROXIMATE COST PER TERM	\$	8,700

The chart above (all figures are approximations) is intended as a budget guide for students studying full-time at the Schulich School of Business. Costs are listed in Canadian dollars.  
¹ This does not include tuition fees, for current tuition fees please contact the financial aid office directly.  
² Off-campus housing varies in price from \$500 – \$1,200 per month depending on the location and options. For on-campus accommodation visit [yorku.ca/stuhouse](https://yorku.ca/stuhouse)  
³ Participation in the University Health Insurance Plan (UHIP) is mandatory only for International Students while in Toronto. The Graduate Student Association (GSA) plan is for dental and drug coverage (mandatory for all domestic and international full-time students unless student has alternative coverage). Coverage for spouse/family is available at additional rates. Health/Drug/Dental plan rates are subject to change. Please visit [health.gov.on.ca](https://health.gov.on.ca) for details on Ontario Health Insurance Plan (OHIP) coverage (for domestic students only). Subtract UHIP cost (approximately \$225) for domestic student total average cost.





## Acquire the skills and credentials you need for the career you want.

### FIND OUT MORE ABOUT SCHULICH

1. Visit us online: [schulich.yorku.ca](https://schulich.yorku.ca)
2. Join us for an in-person or online information session, or on campus at an open house event.  
Register at: [schulich.yorku.ca/events](https://schulich.yorku.ca/events)
3. Meet one-to-one with our admissions team, in person, on the road or online to discuss your profile.  
Register at: [schulich.yorku.ca/grad-inquiry](https://schulich.yorku.ca/grad-inquiry)

[schulich.yorku.ca](https://schulich.yorku.ca)

## Connect with Us



Learn about us on the Web:  
[schulich.yorku.ca](https://schulich.yorku.ca)



Follow us on Twitter:  
[@SchulichSchool](https://twitter.com/SchulichSchool)



Watch us on YouTube:  
[youtube.com/user/SchulichSchool](https://youtube.com/user/SchulichSchool)



Connect with us on LinkedIn:  
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Like us on Facebook:  
[facebook.com/SchulichSchool](https://facebook.com/SchulichSchool)



Email us at:  
[admissions@schulich.yorku.ca](mailto:admissions@schulich.yorku.ca)



Schulich Masters Programs provide students with the technical skills and career preparation they need to pursue dynamic roles across a broad spectrum of industries.

**[schulich.yorku.ca](http://schulich.yorku.ca)**

**Schulich School of Business**  
**Seymour Schulich Building**  
York University  
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M3J 1P3

Global Reach.  
Innovative Programs.  
Diverse Perspectives.



Produced on paper made from recycled content  
from sustainable forests. Elemental-chlorine free.  
Acid free for archival quality.