Master of Marketing (MMKG)
schulich.yorku.ca/programs/mmkg

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

The new 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. As the industry has undergone transformational change in recent years, the need for adaptable, creative, and data-driven marketing professionals has increased.

The MMKG program is open to recent graduates from non-business and business degree programs who did not pursue a Marketing specialization, and to business professionals who wish to add marketing to their skill set.

Curriculum Highlights

The MMKG curriculum will teach you the critical analysis and decision making skills required of marketers today. Gain essential marketing knowledge in topics such as consumer behaviour and brand management, while developing key skills in business communications and teamwork.

The capstone of the program is a two-term integrative consulting (field) project, designed to give you first-hand experience in developing and implementing marketing strategies for real world organizations.

The Master of Marketing Degree 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. 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

Prepare for a Career in Marketing

Graduates of the program 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. Schulich's in-house Career Development Centre will work closely with you, helping you to identify, map and meet your career goals.

Schulich School of Business

YORK UNIVERSITY
### Admissions Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Requirement Details</th>
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<tbody>
<tr>
<td>GPA</td>
<td>B+</td>
</tr>
<tr>
<td>PRE-REQUISITE COURSES</td>
<td>n/a</td>
</tr>
<tr>
<td>GMAT/GRE</td>
<td>Not Required</td>
</tr>
<tr>
<td>ESSAYS</td>
<td>2 written, 2 video, 1 timed written</td>
</tr>
<tr>
<td>REFERENCES</td>
<td>2 (at least one academic)</td>
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<tr>
<td>WORK EXPERIENCE</td>
<td>Not required, but strong internships or prior work experience recommended</td>
</tr>
<tr>
<td>LANGUAGE PROFICIENCY</td>
<td>IELTS: 7.0 Minimum 6.5 on each dimension TOEFL: 100 Minimum 23 on each dimension</td>
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### Tuition Fees

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Domestic Students (Canadian Citizen, Landed Immigrant or Permanent Resident)</td>
<td>Cost Per Term 2018-2019: $13,320</td>
</tr>
<tr>
<td>International Students (Visa/Study Permit)</td>
<td>Total Tuition (Approximation based on 3 terms): $39,960</td>
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<tr>
<td>International Students (Visa/Study Permit)</td>
<td>Total Tuition (Approximation based on 3 terms): $76,400</td>
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### Your MMKG Journey

#### PREP COURSES

- **AnyPrep:**
  - Satisfactory completion of three online courses at anyprep.com

- **Program Orientation**
- **New To Canada Orientation**
- **Buddy Program for International Students**

#### ORIENTATION

- **Program Orientation**
- **New To Canada Orientation**
- **Buddy Program for International Students**

#### FALL TERM

- Business Communication & Team Dynamics
- Business Decision Making
- Marketing Management
- Marketing Research
- Digital Marketing Strategy
- Financial Decisions for Managers
- Consumer Insights
- New Topics in Digital Marketing
- Marketing Analytics
- Marketing Field Project 1: Strategy
- Creativity & Innovation
- Brand Management
- Strategic Professional Selling
- Marketing Field Project 2: Implementation

#### WINTER TERM

#### SUMMER TERM

#### CAREER TRACK

- **Career coaching, networking events, alumni mentorship**

#### CAREER DEVELOPMENT

- **On-campus and off-campus recruiting by industry leaders**

#### RECRUITMENT

#### Get in Touch!

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