

Master of Marketing (MMKG)

schulich.yorku.ca/programs/mmkkg

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, and to business professionals who wish to strengthen their marketing capabilities.

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.

12 months
COMPLETION TIME

September
START DATE

Full-Time
STUDY OPTION

ADMISSIONS DEADLINES

Round 1
March 15, 2018
Round 2*
April 30, 2018
Round 3**
June 15, 2018



*International students are encouraged to apply no later than Round 2.

**Late applications are accepted pending space availability

“ 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.

Admissions Requirements

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

Tuition Fees

Cost Per Term* 2018-2019	Domestic Students (Canadian Citizen, Landed Immigrant or Permanent Resident) \$13,320
	International Students (Visa/Study Permit) \$25,470
Total Tuition* (Approximation based on 3 terms)	Domestic Students (Canadian Citizen, Landed Immigrant or Permanent Resident) \$39,960
	International Students (Visa/Study Permit) \$76,400

Your MMKG Journey

PREP COURSES	ORIENTATION	FALL TERM	WINTER TERM	SUMMER TERM	GRADUATION (OCTOBER)
<div> AnyPrep: Satisfactory completion of three online courses at anyprep.com</div>	<div>Program Orientation</div> <div>New To Canada Orientation</div> <div>Buddy Program for International Students</div> <div></div>	Course Work			
		Business Communication & Team Dynamics	Financial Decisions for Managers	Creativity & Innovation	
		Business Decision Making	Consumer Insights	Brand Management	
		Marketing Management	New Topics in Digital Marketing	Strategic Professional Selling	
Marketing Research	Marketing Analytics	Marketing Field Project 2: Implementation			
Digital Marketing Strategy	Marketing Field Project 1: Strategy				
CAREER TRACK	CAREER DEVELOPMENT Career coaching, networking events, alumni mentorship	RECRUITMENT On-campus and off-campus recruiting by industry leaders			

Get in Touch!

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