

MMKG

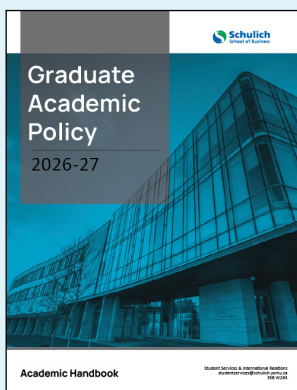
Master of Marketing

2026-27

Table of Contents

Important Websites.....	3
Sessional Dates.....	4
Important Dates	5
Contact Us	6
Schulich Division of Student Services & International Relations	6
Enrolment.....	7
Master of Marketing (MMKG)	8
Program Length	8
Graduation Requirements	8
Curriculum Overview.....	8
Promotion Standards	9
Co-Curricular Opportunities	9
MMKG at a Glance.....	10
Faculty	11
Course Descriptions.....	12

**CAN'T FIND WHAT YOU'RE LOOKING FOR?
CHECK THE GRADUATE ACADEMIC HANDBOOK!**



Review important information about:

- Tuition and fees
- Scholarships and financial aid
- Exams, grades and conduct
- Petitions and appeals
- Student services and enrolment
- Student life and clubs
- Libraries, transit, childcare, health services

Available on the [Academic Resources webpage](#).

Disclaimer

The material contained in this Handbook has been submitted by the administrative departments and academic units concerned. All general information and course references have been checked for accuracy as much as possible. If errors or inconsistencies do occur, please bring these to the attention of the responsible department. York University reserves the right to make changes to the information contained in this publication without prior notice.

It is the responsibility of all students to familiarize themselves each year with the information contained in this handbook, as well as with any additional regulations relating to academic policy as communicated by the Division of Student Services and International Relations in the Schulich School of Business.

It is the responsibility of all students to be familiar with the specific requirements associated with the degree, diploma or certificate sought. While advice and counseling are available, it is the responsibility of each student to ensure that the courses in which registration is affected are appropriate to the program requirements of the Schulich School of Business.

While the University will make every reasonable effort to offer courses and classes as required within programs, student should note that admission to a degree or other program does not guarantee admission to any given course or class.

Every student agrees by the act of registration to be bound by the regulations and policies of York University and of the Schulich School of Business.

In the event of an inconsistency between the general academic regulations and policies published in student handbooks and calendars, and such regulations and policies as established by the Schulich School of Business and Senate, the version of such material as established by the Schulich School of Business and the Senate shall prevail.

York University Policies

York University disclaims all responsibility and liability for loss or damage suffered or incurred by any student or other party as a result of delays in or termination of its services, courses, or classes by reason of force majeure, fire, flood, riots, war, strikes, lock-outs, damage to University property, financial exigency or other events beyond the reasonable control of the University.

York University disclaims any and all liability for damages arising as a result of errors, interruptions or disruptions to operations or connected with its operations or its campuses, arising out of computer failure or non-compliance of its computing systems.

York University is a smoke-free institution. Smoking is permitted in designated areas only.

Important Websites

RESOURCE	URL	GO HERE FOR:
The Schulich School of Business official website	schulich.yorku.ca	Program Information, Financial Aid, International Opportunities, Career Development Centre, MySchulich student portal
Schulich Current Graduate Students page	schulich.yorku.ca/current-students/graduate-students	Important Dates, Course Offerings, Wait List, Upcoming Events, Enrolment Details, Academic Petitions and Appeals
Student Services GradBlog	gradblog.schulich.yorku.ca	Student stories, Regular updates about courses, important dates, enrolment and events
York Online Services	currentstudents.yorku.ca	Enrolment & fees, Housing & Transportation, Academic Regulations & Grade Reports
Student Accessibility Services	accessibility.students.yorku.ca	Resources for academic and personal development, individual and group counselling, Learning Skills Workshops
Graduate Business Council	gbcschulich.com	Mission statement, executive reps, student clubs, services and events

2026-2027 Sessional Dates

FALL 2026			
Activity	Term F2	Term A	Term M
	Most 3.00 credit courses	All first-half 1.50 credit courses	All second-half 1.50 credit courses
Class Start Date	Sept 14	Sept 14	Nov 2
Class End Date	Dec 11	Oct 26	Dec 12
Reading Week	Oct 27-30	N/A	N/A
Examinations	Dec 14-20	Oct 27-30	Dec 14-20
Last date to enrol without permission	Sept 21	Sept 21	Nov 9
Last date to enrol with permission	Sept 28	Sept 28	Nov 16
Last date to drop courses without academic penalty	Oct 19	Oct 5	Nov 23

WINTER 2027			
Activity	Term W2	Term C	Term N
	Most 3.00 credit courses	First-half 1.50 credit courses	Second-half 1.50 credit courses
Class Start Date	Jan 11	Jan 11	Mar 1
Class End Date	Apr 12	Feb 22	Apr 12
Reading Week	Feb 23-26	N/A	N/A
Examinations	Apr 14-20	Feb 23-28	Apr 14-20
Last date to enrol without permission	Jan 18	Jan 18	Mar 8
Last date to enrol with permission	Jan 25	Jan 25	Mar 15
Last date to drop courses without academic penalty	Feb 15	Feb 1	Mar 22

SUMMER 2027

Summer 2027 dates will be added to the Key Dates website once available.



FIND IMPORTANT DATES ONLINE!

schulich.yorku.ca/current-students/graduate-students/key-dates

2026-2027 Important Dates

DATE	REMINDER
September 8-10	Ineō Orientation
September 7	Labour Day, University closed
September 14	Fall classes begin
September 10	Last day to pay Fall fees without financial penalty
October 12	Thanksgiving, University closed
October 27-30	Reading Week. No classes, University open
December 11	Last day of Fall classes
December 24 - January 1	Winter Break, University closed
January (first week)	Mandatory Orientation for new Winter students
January 10	Last day to pay Winter fees without financial penalty
January 11	Winter classes begin
February 15	Family Day, University closed
February 23-26	Reading Week. No classes, University open
March 26	Good Friday, University closed
April 12	Last day of Winter classes



FIND IMPORTANT DATES ONLINE!

schulich.yorku.ca/current-students/graduate-students/key-dates

Contact Us

The School's Division of Student Services & International Relations should be consulted on questions related to admissions, enrolment, registration, grade or course problems, financial assistance or special advising.



MEET US ONLINE!
schulich.yorku.ca/student-enrolment-services

TITLE	NAME	CONTACT
Program Director, Associate Dean, Programs	Professor Grant Packard	mmkg@schulich.yorku.ca
Executive Director, Student Services and International Relations	Luba Pan	panlyuba@schulich.yorku.ca

OFFICE / DEPARTMENT	CONTACT	SUPPORT OFFERED
Office of the Associate Dean, Academic	ada@schulich.yorku.ca	Academic Regulations Student Policies & Integrity
Student & Enrolment Services	studentservices@schulich.yorku.ca	Academic Advising Course Enrolment Assistance Academic Records Student Engagement
Financial Aid	finaid@schulich.yorku.ca	Scholarships, Awards, and Bursaries Loan Programs
International Relations	intlrelations@schulich.yorku.ca	International Student Support Exchange Programs Global Partnerships



ACADEMIC ADVISING

Schulich's Academic Advising team offers guidance on course selection, degree planning, and program requirements, helping students make informed decisions for their educational and career goals.

The Academic Advising team can be reached out at: studentservices@schulich.yorku.ca

Enrolment

Enrolment Process

Registration and Enrolment

- The course enrolment process at York is completed by students online
- The process of making enrolment changes at York is also automated (e.g. changing course sections, substituting one course for another by dropping one and adding another, or dropping a course)
- Students without immediate access to a computer may use on-campus terminals, including the library, computer lab, or the computers in the Schulich Student & Enrolment Services Office, W263
- Students normally enrol for Summer term courses in March and for Fall and Winter courses in June
- Enrolment is on a first-come, first-served basis
- Students cannot add or drop courses after the deadline (see page 4 for details)

Enrolment Blocks

All students having an outstanding balance of \$1,500.00 or more will be blocked from enrolling in the Summer, Fall and/or Winter terms.

Enrolment Access Notification

A student's Enrolment Access Period begins on the date and time posted online at currentstudents.yorku.ca. Enrolment access start dates are posted on the Registrar's Office website (registrar.yorku.ca) by selecting "Find out when I can enrol." Enrolment access times are determined according to the number of completed credits a student obtains. Schulich access periods begin on different days. Students with the highest number of credits completed begin first. Once the enrolment access has begun, it continues until the final date to enrol in courses for that term.

We recommend that students enrol as early as possible once their access period begins. We also encourage students to verify their enrolment periodically online.

Course Offerings And Withdrawals

The Master of Marketing is a one year, full-time program with a specialized set of courses. Students are not permitted to take additional courses within the MMKG program at Schulich or out of Faculty, except courses specified in the list of electives or by permission from the program director.

Course Withdrawals

- Dropping one or more courses will prevent a full-time student from completing the MMKG degree program within the prescribed program length and will result in withdrawal from the program
- See your academic advisor ahead of time to discuss the implications of dropping a course
- This program is offered on a full-time basis only

Other Enrolment Information

Course Cancellations

If a course is cancelled, Student & Enrolment Services immediately informs those enrolled via their Schulich e-mail.

Revised Course Offerings

Revisions to course offerings are also posted on the [Schulich Course Offerings database](#).

Revisions can include:

- cancelled courses
- new courses
- schedule changes (day/time)
- room changes
- new instructors

Additional enrolment information can be found in the Graduate Academic Policy Handbook: schulich.yorku.ca/handbooks.

Enrolment updates are also communicated to students via their academic advisors and e-mail updates from the Director, Student & Enrolment Services.

Master of Marketing (MMKG)

The MMKG curriculum will provide students with the critical analysis and decision making skills required of marketers today. Students will learn state-of-the-art marketing and research tools and develop literacy in analytics, digital marketing, brand management, and marketing communications. 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.

Graduates of the Master of Marketing program will:

- Exhibit leadership and/or entrepreneurial qualities
- Communicate effectively and act as a team player
- Be well versed in modern digital marketing tools and the strategy, tactics and methods of marketing
- Effectively manage marketing projects with an awareness of his/her organization's ethical and social responsibilities

PROGRAM LENGTH

- **Full-time:** 12 months, 36.00 credits
- **Part-time:** 24 months, 36.00 credits

GRADUATION REQUIREMENTS

To graduate, a student must achieve an overall GPA of at least 4.40 (B-). Students must complete the following to be eligible to graduate from the program(s):

- **30.00** credits of Required Courses*
- **6.00** credits of Elective Courses
- Students who do not meet the graduation requirements will be withdrawn.

*Students who have previously completed appropriate managerial finance coursework (as determined by Student Services) will take 27.00 credits Required Courses and 9.00 credits of Elective Courses.

ORIENTATION

- Attendance is mandatory for MMKG orientation in September.

PRE-START PROGRAM

The MMKG will require the completion of three terms of full-time study preceded by a mandatory pre-start program consisting of:

Master of Marketing (MMKG)

Promotion Standards

1. Students enrolled in the Master of Marketing program will be reviewed as follows to determine whether or not they have met promotion requirements below:

- initial review upon completion of Term 2
- subsequent review at the end of each following term

2. To maintain their standing in the program, all students must maintain a GPA of at least 4.20 and not receive a grade of F in more than 3.00 credits of course work.

3. Students who do not meet these requirements will be withdrawn.

4. Students who fail a required course must retake it. Students who fail an elective course may retake it, or may elect to take another course. Students who re-take a failed course and receive a second failing grade will be withdrawn.

5. A student who has been withdrawn from the program is advised to seek the help of a Student & Enrolment Services advisor to discuss the best way forward. The student may petition to the Student Affairs Committee to be allowed to continue in the program without having met the promotion requirements.

Co-Curricular Opportunities

Future of Marketing Magazine

schulich.yorku.ca/future-of-marketing-magazine

MMKG students who take the Future of Marketing elective course in the fall term have the opportunity to apply to help curate and run the 'Future of Marketing' digital magazine. The Future of Marketing magazine is entirely student-run and is the largest digital publication on the topic with over 46,000 viewers and 10,000+ followers. The magazine reports on the latest developments in marketing including artificial intelligence, facial recognition, AR/VR voice search, digital assistants, marketing automation, privacy and much more.



Future of Marketing Institute

futureofmarketinginstitute.com

MMKG students who take the Future of Marketing elective course have the opportunity to be active participants in the Future of Marketing Institute (FOMI). The Institute, which is sponsored by Schulich, is the premier global forum on teaching, research, and outreach on future of marketing topics. MMKG students are invited to write articles for FOMI and both participate and volunteer in various workshops and seminars held throughout the academic year.



MMKG at a Glance: Full-time

Master of Marketing (MMKG)		
Term 1 (Fall)	Term 2 (Winter)	Term 3 (Summer)
MKTG 5200 3.00 Marketing Management	MKTG 6370 3.00 Marketing Analytics	MKTG 6000 3.00 Marketing Field Project
MKTG 6050 3.00 Marketing Research	MKTG 6550 3.00 Brand Management	MKTG 6820 3.00 Marketing Dynamics
MKTG 6100 3.00 Strategic Market Communications	MKTG 6560 3.00 Digital Marketing Strategy	6000-Level Marketing Elective (3.00 credits)**
ACTG 5200 3.00* Financial Decisions for Managers	6000-Level Marketing Elective (3.00 credits)	
MGMT 5190 1.50 Professional Development Hive - Part 1	MGMT 5290 1.50 Professional Development Hive - Part 2	

- Core courses
- Elective credits***
- Development Hives

*Students who received a Waiver with Replacement for ACTG 5200 3.00 Financial Decisions for Managers upon admission must replace these credits with a 3.00 credit 6000-level Marketing elective.

** May be fulfilled through work placement. Work placements approved to fulfill the Term 3 Elective credit requirement are subject to approval by the Schulich MMKG Program Team and Centre for Career Design.

*** Electives are chosen from a limited list of electives selected annually by the MMKG and MBA Program Teams from among approved Schulich masters-level electives.



EXPLORE THE MMKG ONLINE!
schulich.yorku.ca/programs/mmkg

MMKG at a Glance: Part-time

Master of Marketing (MMKG)			
YEAR 1	Term 1 (Fall)	Term 2 (Winter)	Term 3 (Summer)
	MKTG 5200 3.00 Marketing Management	MKTG 6550 3.00 Brand Management	MKTG 6820 3.00 Marketing Dynamics
	ACTG 5200 3.00* Financial Decisions for Manager	MKTG 6560 3.00 Digital Marketing Strategy	6000-Level Marketing Elective (3.00 credits)
YEAR 2	Term 4 (Fall)	Term 5 (Winter)	Term 6 (Summer)
	MKTG 6050 3.00 Marketing Research	MKTG 6370 3.00 Marketing Analytics	MKTG 6000 3.00 Marketing Field Project
	MKTG 6100 3.00 Strategic Market Communications	MGMT 5290 1.50 Professional Development Hive - Part 2	6000-Level Marketing Elective (3.00 credits)**
	MGMT 5190 1.50 Professional Development Hive - Part 1		

Core courses
Elective credits***
Development Hives

*Students who received a Waiver with Replacement for ACTG 5200 3.00 Financial Decisions for Managers upon admission must replace these credits with a 3.00 credit 6000-level Marketing elective.

**May be fulfilled through work placement. Work placements approved to fulfill the Term 6 Elective credit requirement are subject to approval by the Schulich MMKG Program Team and Centre for Career Design.

***Electives are chosen from a limited list of electives selected annually by the MMKG and MBA Program Teams from among approved Schulich masters-level electives.



EXPLORE THE MMKG ONLINE!
schulich.yorku.ca/programs/mmkg

Faculty

Throughout your Schulich Master of Marketing, you will be challenged by our award-winning faculty, who are experts in a broad range of functional and program areas as well as successful industry practitioners.

Program Director

Grant Packard

BS (Colorado); MBA (McGill); PhD (Michigan)
Associate Professor of Marketing

Ajay K. Sirsi

Hons BComm (Delhi, India); MBA (Oklahoma); MA (Florida); PhD (Arizona)
Associate Professor of Marketing
Director, Center For Customer Centricity

Alexandra Campbell

BA Hons (York); MBA & PhD (Toronto)
Associate Professor of Marketing

Ashwin Joshi

BAS Hons (Trent); PhD (Queen's)
Associate Professor of Marketing
Director, MBA Program Academic Program
Director, Schulich India

Detlev Zwick

MS (Montpellier); MS (Memphis); PhD (Rhode Island)
Associate Professor of Marketing
Dean, Schulich School of Business
Tanna H. Schulich Chair in Digital Marketing Strategy

Eileen Fischer

BA & MSc (Waterloo); PhD (Queens)
Professor of Marketing
Anne & Max Tanenbaum Chair in Entrepreneurship and Family Enterprise
Director, PhD Program

Ela Veresiu

iBBA (York); PhD (Witten/Herdecke)
Associate Professor of Marketing
Coordinator, Marketing PhD Program

M. David Rice

BA (Manitoba); MS & PhD (Illinois)
Associate Professor of Marketing
Executive Director, Future of Marketing Institute

Markus Giesler

BA & MA Economics & MBA & PhD (Witten/Herdecke)
Professor of Marketing

Nicole Mead

BA (UBC); PhD (Florida)
Associate Professor of Marketing

Peter Darke

BSc (McMaster); MA & PhD (Toronto)
Professor of Marketing

Russell Belk

BS & PhD (Minnesota)
Professor of Marketing
Kraft Foods Canada Chair in Marketing
Distinguished Research Professor

Theodore J. Noseworthy

BComm (Ryerson); MBA & MSc (Guelph); PhD (Western)
Professor of Marketing
Canada Research Chair in Entrepreneurial Innovation and the Public Good

Yigang Pan

BA & MA (Beijing); MPhil & PhD (Columbia)
Professor of Marketing and International Business

Jane-Michele Clark

Adjunct Professor of Marketing

Joe Fayt

Adjunct Professor of Marketing

Ashley Konson

Adjunct Professor of Marketing

Margaret Hastings

Adjunct Professor of Marketing

Martin Waxman

Adjunct Professor of Marketing

Course Descriptions

Note: Not all courses listed are offered every term. For full course details, visit the [Schulich Course Offerings database](#).

ACTG 5200 3.00 Financial Decisions for Managers

This course will provide students with an understanding of the financial implications of managers' decision making and how financial measures can be used to monitor and control business operations. Concepts will include capital budgeting, financial statements, break-even analysis, non-routine decision making, pricing decisions, profit and loss calculation, ROI, and Operating Budget and budgeted financial statements.

MGMT 5190 3.00 Professional Development Hive - Part 1

This course is designed to help master-level degree program students acquire skills and knowledge that will facilitate their professional development and increase their employability. The students (1) engage in self-assessment, (2) learn to promote themselves in an efficient manner, (3) design a customised internship/job search strategy and (4) develop their intercultural competence and applied knowledge of equity, diversity, and inclusion.

MGMT 5290 3.00 Professional Development Hive - Part 2

This course builds on the knowledge acquired in Professional Development Hive – Part 1, MGMT 5190 course, continuing to help master-level degree program students acquire skills and knowledge that will facilitate their professional development and increase their employability. The students (1) develop an awareness of the changing professional environment, (2) learn how to effectively interact with other professionals in different cultural and organizational settings and (3) manage the job negotiation process.

MKTG 5200 3.00 Marketing Management

This course familiarizes students with the major marketing concepts. This course familiarizes students with marketing concepts adapted to today's complex market environment (consumer trends, STP, product life cycle management, pricing, distribution, and promotion). It

focuses on marketing consumer products and services across profit and non-profit sectors. Contemporary issues such as marketing ethics, consumer protection, consumer diversity, and sustainability are discussed in the course.

MKTG 6000 3.00 Marketing Field Project

This is an experiential learning course that has student teams integrate and apply marketing concepts studied in the first two terms of the MMKG program to develop and communicate actionable recommendations for a real client organization.

MKTG 6100 3.00 Strategic Market Communications

Offers a focused approach to the formulation and implementation of an integrated communications strategy to meet particular marketing objectives. Topics of interest include advertising, sales, promotion, public relations, and social media communications, and their integration both online and offline. The approach is cutting edge, multidisciplinary, integrative, practical and applied. Teaching approaches include case analysis, discussion, and guest participants.

Prerequisite: SB/MKTG 5200 3.00

MKTG 6050 3.00 Marketing Research

This course develops students' understanding of basic and advanced market research methods. Students learn to evaluate completed research projects and conduct research studies, developing proficiency in defining research questions, developing research designs, selecting appropriate samples, conducting analysis and writing actionable management reports. Also examined are mobile research, brand maps, social media monitoring/metrics, Big Data, consumer surveillance and data privacy issues.

Prerequisite: SB/MKTG 5200.030

MKTG 6370 3.00 Marketing Analytics

Students learn methods and techniques to analyze and report on data generated from marketing activities. Common web analytic platforms such as Google Analytics will be reviewed and used to report on digital marketing activities. Key performance indicators (KPI), marketing dashboards, return on investment (ROI), customer satisfaction, loyalty and social media metrics will be generated and analyzed to meet the reporting needs of a broader marketing management strategy.

MKTG 6550 3.00**Brand Management**

In the complex contemporary world of marketing management, Brand Management must be both an art and a science. This course applies marketing strategy to the challenge of gaining sustainable competitive advantage in the global marketplace of brands. With a fundamental focus on building and maintaining strong brands with loyal consumer bases, a range of topics and teaching techniques are utilized.

Prerequisite: SB/MKTG 5200 3.00

MKTG 6560 3.00**Digital Marketing Strategy**

This course explores the ways in which digital marketing tools support overall marketing and business strategies. The course covers both fundamental strategic challenges as well as specific digital marketing tools. It will discuss which aspects of the business should be delivered online, and to inform executive decisions about how digital marketing environments affect communication, pricing, channel, targeting and positioning strategy.

MKTG 6820 3.00**Marketing Dynamics**

This Masters of Marketing program capstone course integrates, extends, and applies MMKG program concepts through a focus on the nearly constant shifts in marketing plans and implementations shaped and reshaped by marketplace actors (e.g., competitors, customers, internal capabilities). The course blends live case method, an intensive marketing simulation, and managerial readings and discussions to prepare students to evaluate, create, or respond to market dynamics.

MMKG Degree Program Checklist: Full-time

MMKG Student Name:						ID:
	CR	CODE	COURSE NAME	COMPLETE	GRADE	NOTES
	0.00		Prestart Program- LinkedIn Learning Program Orientation			
TERM 1 (13.50 credits)	3.00	MKTG 5200	Marketing Management			*Students who received a Waiver with Replacement for ACTG 5200 3.00 Financial Decisions for Managers upon admission must replace these credits with a 3.00 credit 6000-level Marketing elective.
	3.00	MKTG 6050	Marketing Research			
	3.00	MKTG 6100	Strategic Market Communications			
	3.00	ACTG 5200	Financial Decisions for Managers*			**Electives are chosen from a limited list of electives selected annually by the MMKG and MBA Program Teams from among approved Schulich masters-level electives.
	1.50	MGMT 5190	Professional Development Hive - Part 1			
TERM 2 (13.50 credits)	3.00	MKTG 6370	Marketing Analytics			**Electives are chosen from a limited list of electives selected annually by the MMKG and MBA Program Teams from among approved Schulich masters-level electives.
	3.00	MKTG 6550	Brand Management			
	3.00	MKTG 6560	Digital Marketing Strategy			
	3.00		6000-Level Marketing Elective**			
	1.50	MGMT 5290	Professional Development Hive - Part 2			
TERM 3 (9.00 credits)	3.00	MKTG 6000	Marketing Field Project			***May be fulfilled through work placement. Work placements approved to fulfill the Term 6 Elective credit requirement are subject to approval by the Schulich MMKG Program Team and Centre for Career Design.
	3.00	MKTG 6820	Marketing Dynamics			
	3.00		6000-Level Elective***			

ADDITIONAL INFORMATION

- ☐ A student must achieve an overall GPA of a least 4.40 (B-)
- ☐ Students must complete 30.00 Required Courses and 6.00 Electives

Students who have previously completed appropriate managerial finance coursework (as determined by Student Services) will take 27.00 credits Required courses and 9.00 credits of Elective Courses.

NOTE: This manual Degree Checklist is only a guide designed to assist students with degree requirements and course selection. It is not intended as the official confirmation of a student's eligibility to graduate as requirements may change from year to year. Satisfaction of all degree requirements will be officially determined upon application to graduate. Students are advised to make sure they are following the correct degree requirements.

IMPORTANT RESOURCES

Academic Advising: The Student Services & International Relations team provides a wealth of one-to-one advising & drop-in appointments for a variety of academic and non-academic student enquiries. Book an advising appointment by visiting this link: grad-advising.schulich.yorku.ca/.

MMKG Degree Program Checklist: Part-time

MMKG Student Name:						ID:
	CR	CODE	COURSE NAME	COMPLETE	GRADE	NOTES
	0.00		Prestart Program- LinkedIn Learning Program Orientation			
TERM 1 (6.00 credits)	3.00	MKTG 5200	Marketing Management			*Students who received a Waiver with Replacement for ACTG 5200 3.00 Financial Decisions for Managers upon admission must replace these credits with a 3.00 credit 6000-level Marketing elective. Electives are chosen from a limited list of electives selected annually by the MMKG and MBA Program Teams from among approved Schulich masters-level electives.
	3.00	ACTG 5200	Financial Decisions for Managers*			
Term 2 (6.00 credits)	3.00	MKTG 6550	Brand Management			
	3.00	MKTG 6560	Digital Marketing Strategy			
Term 3 (6.00 credits)	3.00	MKTG 6820	Marketing Dynamics			**Electives are chosen from a limited list of electives selected annually by the MMKG and MBA Program Teams from among approved Schulich masters-level electives.
	3.00		6000-Level Marketing Elective**			
Term 4 (7.50 credits)	3.00	MKTG 6050	Marketing Research			
	3.00	MKTG 6100	Strategic Market Communications			
	1.50	MGMT 5190	Professional Development Hive - Part 1			
TERM 5 (4.50 credits)	3.00	MKTG 6370	Marketing Analytics			
	1.50	MGMT 5290	Professional Development Hive - Part 2			
TERM 6 (6.00 credits)	3.00	MKTG 6000	Marketing Field Project			***May be fulfilled through work placement. Work placements approved to fulfill the Term 6 Elective credit requirement are subject to approval by the Schulich MMKG Program Team and Centre for Career Design.
	3.00		6000-Level Elective***			

ADDITIONAL INFORMATION

- ☐ A student must achieve an overall GPA of a least 4.40 (B-)
- ☐ Students must complete 30.00 Required Courses and 6.00 Electives

Students who have previously completed appropriate managerial finance coursework (as determined by Student Services) will take 27.00 credits Required courses and 9.00 credits of Elective Courses.

Note: This manual Degree Checklist is only a guide designed to assist students with degree requirements and course selection. It is not intended as the official confirmation of a student's eligibility to graduate as requirements may change from year to year. Satisfaction of all degree requirements will be officially determined upon application to graduate. Students are advised to make sure they are following the correct degree requirements.

IMPORTANT RESOURCES

Academic Advising: The Student Services & International Relations team provides a wealth of one-to-one advising & drop-in appointments for a variety of academic and non-academic student enquiries. Book an advising appointment by visiting this link: grad-advising.schulich.yorku.ca/.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



**Master of Marketing
Academic Handbook
2026-27**

CONNECT:

Student Services & International Relations
studentservices@schulich.yorku.ca
SSB W263

Last Updated: September 13, 2026