



**BC Agrifood and Seafood  
Market Development Program  
2018/2019**

**ELIGIBLE MARKETING COURSES**

## BC Agrifood and Seafood Market Development Program

### Eligible Marketing Courses

\*other courses may be approved after consideration by AGRI

#### Lower Mainland Institutions

Organization	Location	Name of Course	Course Description	Website URL
British Columbia Institute of Technology (BCIT)	Burnaby	MKTG 1102 - Essentials of Marketing	This course is an introduction to the fundamentals of marketing. In addition to the “four Ps” of marketing—product, price, place, and promotion—students will be introduced to how marketers create customer-driven marketing strategies based on their research and understanding of the marketing environment and customers.	<a href="http://www.bcit.ca/study/courses/mktg1102">http://www.bcit.ca/study/courses/mktg1102</a>
		MKTG 1219 - Professional Sales Skills	This course provides the fundamental skills, tools and processes of professional selling. The focus is on “relationship” and “need-satisfaction” selling in a business-to-business environment. Through experiential exercises, practical applications and discussions students develop, deliver and evaluate a wide range of selling methods and presentations.	<a href="http://www.bcit.ca/study/courses/mktg1219">http://www.bcit.ca/study/courses/mktg1219</a>
		MKTG 1342 - Trade/Consumer Show Marketing	Examines how a trade/consumer show is an effective marketing opportunity for businesses of all sizes. Focuses on the application of marketing principles through the medium of trade or consumer shows. Also covers how to position a trade or consumer show as an active marketing tool within a business' overall marketing strategy.	<a href="http://www.bcit.ca/study/courses/mktg1342">http://www.bcit.ca/study/courses/mktg1342</a>
		MKTG 1352 - Strategic Online Marketing	The focus of this course will be to provide the student with e-Marketing techniques and strategies that can help any forward-thinking organization be competitive in today's business environment.	<a href="http://www.bcit.ca/study/courses/mktg1352">http://www.bcit.ca/study/courses/mktg1352</a>
		MKTG 1550 - Social Media for Business	In this course you will delve into the major Internet-based social media, the technology, interface, algorithms and etiquette. The focus will be on learning to use social media as a marketing tool to establish and maintain your small business' online presence.	<a href="http://www.bcit.ca/study/courses/mktg1550">http://www.bcit.ca/study/courses/mktg1550</a>
		MKTG 1552 - Special Media Marketing	In this course you will explore how to develop social media marketing initiatives that are designed to meet business objectives. With a heavy emphasis on real-life case studies, best practices, and data-driven techniques, you will learn how to create a strategically-focused social media marketing plan that integrates with other marketing activities and helps you establish and maintain an effective online presence (that goes beyond Facebook and Twitter).	<a href="http://www.bcit.ca/study/courses/mktg1552">http://www.bcit.ca/study/courses/mktg1552</a>
		MTKG 1554 - Fundamentals of Branding	This course is designed to provide students with an understanding of the role of branding in marketing all kinds of organizations, goods, services, and ideas. Analysis of contemporary branding strategies and their application online and offline will be explored.	<a href="http://www.bcit.ca/study/courses/mktg1554">http://www.bcit.ca/study/courses/mktg1554</a>
		MTKG 2203 - Marketing Communications Essentials	This course builds on essential marketing concepts by focusing on the promotional element of the marketing mix. You will examine marketing communications strategy, and effective use of advertising, public relations, direct marketing, sales promotion and the media.	<a href="http://www.bcit.ca/study/courses/mktg2203">http://www.bcit.ca/study/courses/mktg2203</a>
		MKTG 2525 - Global Marketing	This course reflects current issues and events while offering conceptual and analytical tools that will help students apply traditional marketing planning, implementation and evaluation techniques, including the 4Ps, segmenting, targeting and positioning, and market entry strategies, to global marketing. It will also examine the social and cultural environments and the role of social media in the expanding global market place.	<a href="http://www.bcit.ca/study/courses/mktg2525">http://www.bcit.ca/study/courses/mktg2525</a>
		MKTG 3406 - Brand Innovation and Development	Brand Innovation and Development examines the critical steps and expertise involved in developing and presenting a successful brand, product, service or experience from concept to delivery. Creative modelling will be used to explore how to excite a market with innovative new brands or the re-launching of existing products in competitive market segments.	<a href="http://www.bcit.ca/study/courses/mktg3406">http://www.bcit.ca/study/courses/mktg3406</a>
		MKTG 3554 - Digital Branding	This course takes a detailed look at the fundamentals of digital branding. The course is designed to help professionals gain a better appreciation for and a deeper understanding of best practices and developing trends in digital branding. It is also designed for consultants covering the marketing industry who are seeking insight into how to build a brand online - including multichannel marketing, social media, search, mobile, online advertising, email, and marketing automation.	<a href="http://www.bcit.ca/study/courses/mktg3554">http://www.bcit.ca/study/courses/mktg3554</a>
Capilano University	North Vancouver, Squamish, Sechelt	Differentiation: The Key to a Powerful Brand	Given today's crowded marketplace and cluttered communications landscape, it has never been more difficult – or more important – to differentiate your brand. Through best practices, effective processes and innovative strategies, you can help your brand stand out so that you can grow your competitive advantage and create new growth opportunities for your business.	<a href="https://csee.capilano.ca/shop/exec-ed/exemplary-customer-experience-201615-91003/">https://csee.capilano.ca/shop/exec-ed/exemplary-customer-experience-201615-91003/</a>
		Exemplary Customer Experience: Maximizing Touchpoints	Learn to use the customer journey, both offline and online, to create a consistent, compelling and valuable relationship with your customers.	<a href="https://csee.capilano.ca/shop/exec-ed/exemplary-customer-experience-maximizing-touchpoints/">https://csee.capilano.ca/shop/exec-ed/exemplary-customer-experience-maximizing-touchpoints/</a>
		Maximizing Your Marketing ROI	Learn to get the most out of your marketing budget and measure the full impact on your business.	<a href="https://csee.capilano.ca/shop/exec-ed/maximize-your-marketing-roi/">https://csee.capilano.ca/shop/exec-ed/maximize-your-marketing-roi/</a>
Douglas College	New Westminster, Coquitlam	SMT Marketing	Participants will learn the role and purpose of marketing with a special emphasis on how marketing affects supply management. The differences between marketing and sales, marketing products and services, as well as B2B and B2C marketing will be addressed. Market research, understanding your competition, market segmentation and market selection are key topics covered. Strategies for market leaders and market followers will also be outlined.	<a href="https://www.douglascollege.ca/programs-courses/continuing-education/business/supply-management-training">https://www.douglascollege.ca/programs-courses/continuing-education/business/supply-management-training</a>
Langara College	Vancouver	INET 1069 - Internet Marketing & SEO	Learn the business of the Web and how to get your website to the top of search listings using the principles of search engine optimization (SEO). Other topics include social media, cross-linking, and branding for the web.	<a href="https://langara.ca/continuing-studies/programs-and-courses/programs/web-technologies/courses.html">https://langara.ca/continuing-studies/programs-and-courses/programs/web-technologies/courses.html</a>

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		INET 1098 - Facebook Marketing Essentials	Take Facebook to new heights for business by engaging new customers and retaining old ones for longer. This course dives into Facebook News Feed Optimization (NFO), advertising, and building customized landing pages. Its focus is on distributing content and ads through Facebook.	<a href="https://langara.ca/continuing-studies/programs-and-courses/programs/web-technologies/courses.html">https://langara.ca/continuing-studies/programs-and-courses/programs/web-technologies/courses.html</a>
Simon Fraser University	Burnaby, Surrey, & Vancouver	MGMT 240 - Marketing Management	This introductory course will give you an understanding of the vital role of marketing in global organizational success. We'll cover the significant principles, concepts and functions of marketing. In addition to learning basic marketing techniques, you will learn to appreciate why small, medium and large organizations must develop a market- and consumer-oriented focus to succeed in an ever-competitive global environment.	<a href="http://www.sfu.ca/continuing-studies/courses/mgmt/marketing-management.html">http://www.sfu.ca/continuing-studies/courses/mgmt/marketing-management.html</a>

### Vancouver Island Institutions

Organization	Location	Name of Course	Course Description	Website Link
Camosun College	Victoria	Social Media Marketing	We'll start with a big picture overview of successful online marketing and how social media, content creation/curation and search engine optimization (SEO) are essential to this mix. You'll learn how to find, attract and engage with your ideal audience; how to manage your online reputation, plus tips for time management. We'll cover best practices, touch on privacy issues, social media policy and risk management. A great course for business owners, marketers, managers and the general public to find out how social media is changing the way the world communicates.	<a href="http://camosun.ca/ce/computer-training.html#BSCM706G">http://camosun.ca/ce/computer-training.html#BSCM706G</a>
University of Victoria	Victoria	BMBA 240 - Marketing	Marketing has two essential functions: to identify and to satisfy a buyer's needs. In this introduction to marketing management, you examine the concepts and techniques used by business to perform these functions. Topics include: target market definition; buyer behaviour; demand forecasting; product, pricing, communications, and distribution strategies; marketing research; and market planning and organization.	<a href="https://www.uvcs.uvic.ca/Course/Marketing/BMBA240/">https://www.uvcs.uvic.ca/Course/Marketing/BMBA240/</a>
		BMBA 330 - Marketing Communications	Marketing Communications builds skills based on the promotion strategy concepts introduced in the Marketing course. In this course you will further explore the promotional mix, including a comprehensive review of advertising, promotion, and public relations from a strategic perspective.	<a href="https://www.uvcs.uvic.ca/Course/Marketing-Communications/BMBA330/">https://www.uvcs.uvic.ca/Course/Marketing-Communications/BMBA330/</a>
		Social Marketing and E-Commerce	This course introduces you to the electronic marketplace and the rapidly developing field of e-commerce.	<a href="https://www.uvcs.uvic.ca/Course/Social-Marketing-and-E-Commerce-formerly-Introduction-to-E-Commerce/BMBA450/">https://www.uvcs.uvic.ca/Course/Social-Marketing-and-E-Commerce-formerly-Introduction-to-E-Commerce/BMBA450/</a>

### Southern Interior British Columbia Institutions

Organization	Location	Name of Course	Course Description	Website Link
College of the Rockies	Cranbrook, Kimberley	Entrepreneurial Marketing: Online	This course offers you a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand, analyze which tactics to use, and implement your marketing plan.	<a href="https://www.cotr.bc.ca/conEd/CE-Course.asp?ID=128">https://www.cotr.bc.ca/conEd/CE-Course.asp?ID=128</a>
		Marketing Using Social Media Online	Develop a two-way communication and marketing strategy for your organization using social networks. Let your instructor guide you in exploring major social networks, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business.	<a href="https://www.cotr.bc.ca/conEd/CE-Course.asp?ID=255">https://www.cotr.bc.ca/conEd/CE-Course.asp?ID=255</a>

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Kwantlen Polytechnic University (Online)	MMRK 9007 - Introduction to Social Media	Learn what social media are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization.	<a href="http://www.kpu.ca/cps/introduction-social-media">http://www.kpu.ca/cps/introduction-social-media</a>
	MMRK 9008 - Marketing Using Social Media	Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization.	<a href="http://www.kpu.ca/cps/marketing-using-social-media">http://www.kpu.ca/cps/marketing-using-social-media</a>
	MMRK 9013 - Improving Email Promotions	Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.	<a href="http://www.kpu.ca/cps/improving-email-promotions-lern-mmrk-9013">http://www.kpu.ca/cps/improving-email-promotions-lern-mmrk-9013</a>
	MMRK 9015 - Online Advertising	Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.	<a href="http://www.kpu.ca/cps/online-advertising-lern-mmrk-9015">http://www.kpu.ca/cps/online-advertising-lern-mmrk-9015</a>
	MMRK 9017 - Introduction to inbound Marketing	In this course, you will discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email address, and how to implement lead-nurturing campaigns that result in sales.	<a href="http://www.kpu.ca/cps/introduction-inbound-marketing-lern-mmrk-9017">http://www.kpu.ca/cps/introduction-inbound-marketing-lern-mmrk-9017</a>
	MMRK 9019 - Advanced Mobile Marketing	Come get the knowledge needed to implement a mobile marketing plan for your organization. Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Learn how to promote your app on the web, building a landing page for your app, and advanced tracking of your application usage. Then take home a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success. You will leave this course with the knowledge to implement a mobile marketing plan for your organization.	<a href="http://www.kpu.ca/cps/advanced-mobile-marketing">http://www.kpu.ca/cps/advanced-mobile-marketing</a>
	MMRK 9021 - Video Marketing	Sight, sound and motion are much more compelling than static words on a page. Video is very hypnotic and it quickly speeds up the "know, like and trust," factor with your audience. In this course you will discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness. Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business 24/7 -- even while you sleep.	<a href="http://www.kpu.ca/cps/video-marketing-lern-mmrk-9021">http://www.kpu.ca/cps/video-marketing-lern-mmrk-9021</a>
	MMRK 9022 - YouTube for Business	Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people. Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features.	<a href="http://www.kpu.ca/cps/youtube-business-lern-mmrk-9022">http://www.kpu.ca/cps/youtube-business-lern-mmrk-9022</a>
	MMRK 9023 - Content Marketing	You have a website, but why will your customers want to come back or buy something or take action? Do you really know who you are selling to? Do you know what you want to say to them? Do you know how you want to say it? Discover ways to identify who your ideal audience is. Learn how to create content that is engaging and purposeful. Find out what you want to say to them. Explore where you want to say it. And finally, find out how you want to say it.	<a href="http://www.kpu.ca/cps/content-marketing-lern-mmrk-9023">http://www.kpu.ca/cps/content-marketing-lern-mmrk-9023</a>
	MMRK 9024 - Advanced Inbound Marketing	Get under the hood of inbound marketing and learn how to monitor measure and manage the integrated results of your inbound marketing activities at a more advanced level. We'll focus on the data that actually matters and how it is influenced by visitor/user engagement. Gain deeper insights into user behaviour; learn how to track meaningful conversions, measure visitor engagement and how to use landing pages more effectively - including how to create forms	<a href="http://www.kpu.ca/cps/advanced-inbound-marketing-lern-mmrk-9024">http://www.kpu.ca/cps/advanced-inbound-marketing-lern-mmrk-9024</a>
MMRK 9025 - Introduction to Mobile Marketing	Increase your understanding of the mobile experience, especially smartphones and how you can leverage their capabilities to retain current customers and gain new ones.	<a href="http://www.kpu.ca/cps/introduction-mobile-marketing-lern-mmrk-9025">http://www.kpu.ca/cps/introduction-mobile-marketing-lern-mmrk-9025</a>	