



 **CANADIAN
AGRICULTURAL
PARTNERSHIP**
Innovate. Grow. Prosper.

BC Agrifood and Seafood Market Development Program

ELIGIBLE MARKETING COURSES



Investment
Agriculture
Foundation
of British Columbia



BRITISH
COLUMBIA

Canada 

BC Agrifood and Seafood Market Development Program Eligible Marketing Courses

Lower Mainland Institutions

*Other courses may be approved after consideration by the Ministry of Agriculture

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.	http://www.bcit.ca/study/courses/mktg1102
		MKTG 1219 - Professional Sales Skill	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.	http://www.bcit.ca/study/courses/mktg1219
		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.	http://www.bcit.ca/study/courses/mktg1342
		MKTG 1352 - Digital 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.	http://www.bcit.ca/study/courses/mktg1352
		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.	http://www.bcit.ca/study/courses/mktg1550
		MKTG 1552 - Social 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).	http://www.bcit.ca/study/courses/mktg1552
		MTKG 1554 - Fundamentals of Branding	This course highlights the role of branding in marketing all types of organizations, goods, services, and ideas. Analysis of contemporary branding strategies and their application online and offline will be explored.	http://www.bcit.ca/study/courses/mktg1554
		MTKG 2203 - Marketing Communications Essentials	This course builds on essential marketing concepts by focusing on the promotional element of marketing. You will examine marketing communications strategy, and effective use of advertising, public relations, direct marketing, sales promotion and the media.	http://www.bcit.ca/study/courses/mktg2203
		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 to global marketing. It will also examine the social and cultural environments and the role of social media in the expanding global market place.	http://www.bcit.ca/study/courses/mktg2525
		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.	http://www.bcit.ca/study/courses/mktg3406
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 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.	http://www.bcit.ca/study/courses/mktg3554		

Capilano University	North Vancouver	93017 - Social Media Fundamentals	Gain an in-depth understanding of the social media landscape, how it integrates with offline business and how to develop your own social media plan and strategy. No social media experience is required, but some knowledge is an asset. Access to Facebook, Twitter and Instagram accounts is recommended	https://csee.capilanou.ca/shop/continuing-studies/social-media-fundamentals-201935-93017/
		93016 - Digital Content Marketing Strategy	Learn how to create visual, written and other forms of social media content within a consistent strategy. Real-world examples will be presented from successful local brands, as well as hands-on exercises with real-time feedback. Social Media Fundamentals course is suggested as a pre-requisite. Access to Facebook, Twitter and Instagram accounts is recommended.	https://csee.capilanou.ca/shop/continuing-studies/digital-content-marketing-strategy-201935-93016/
		93011 - Get Found Online: Introduction to SEO	Search engine optimization (SEO) is one of the primary ways businesses can increase their web traffic and attain higher rankings in search results, which in turn can lead to more sales. Geared toward professionals and small businesses, this course shows you how to conduct an SEO audit of your site, optimize your content and implement AdWords campaigns and link-building tactics to boost your visibility.	https://csee.capilanou.ca/shop/continuing-studies/get-found-online-introduction-to-seo-201935-93011/
Douglas College	New Westminster, Coquitlam	31111 - 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.	https://www.douglascollege.ca/programs-courses/continuing-education/business/supply-management-training
Langara College	Vancouver	PSCP 1001 - Successful Selling Strategies	Develop a framework for organizing, managing, and implementing your sales process and strategy. Learn an easy-to-maintain and systematic approach to prospecting, targeting clients, managing your sales pipeline, gathering customer intelligence, initiating team selling, and retaining your most valuable and profitable clients. Compared to traditional selling approaches, this system enables you to gain more clients while investing less time, energy, and money.	https://langara.ca/continuing-studies/programs-and-courses/programs/professional-sales/courses.html
		PSCP 1005 - Sales & Planning Toolkit	Learn how to brand yourself and your company by utilizing personal marketing strategies and tools, community contributions, and publicity. Refine your ability to use social media tools for managing sales and personal development strategies.	https://langara.ca/continuing-studies/programs-and-courses/programs/professional-sales/courses.html
		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.	https://langara.ca/continuing-studies/programs-and-courses/programs/web-technologies/courses.html
		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.	https://langara.ca/continuing-studies/programs-and-courses/programs/web-technologies/courses.html
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.	https://www.sfu.ca/continuing-studies/courses/mgmt/marketing-management.html
University of Fraser Valley	Abbotsford	MSS 19 - Marketing & Branding Your Business	Marketing and branding are critical in maintaining a business. A strong brand is invaluable as the battle for customers intensifies day by day. This course equips you to research, define, and build your brand.	https://www.ufv.ca/continuing-education/courses/business-and-management/management-skills/
		PR 12 - Marketing 21 st Century Style	This workshop introduces what are proving to be the marketing skills needed for today's workplace. Topics covered in this course will include viral, social, and authentic marketing strategies. It examines how to better engage with current and potential customers.	https://www.ufv.ca/continuing-education/courses/business-and-management/public-relations/

Vancouver Island Institutions

Organization	Location	Name of Course	Course Description	Website URL
Camosun College	Victoria	BSCM 705G - Social Media for Newbies	Explore the basics of Facebook, Instagram and Twitter. We will cover why people use each of these popular channels, how to set up your accounts and important basics to get started such as privacy settings, best practices and tips for efficiency. Learning how to use social channels from the consumer perspective is the first step to understanding how to successfully leverage them for business.	https://ce.camosun.ca/search/publicCourseSearchDetails.do?method=load&courseId=23464&selectedProgramAreaId=18067&selectedProgramStreamId=45659
		BSCM 706G - Social Media Marketing	Explore popular social media channels used for business including Facebook, Instagram, Twitter, LinkedIn, Google My Business, YouTube, Pinterest and Snapchat. Take a strategic approach and to determine which channels fit your audience and goals. We'll start with a big picture overview of successful online marketing and how social media, content creation/curation, search engine optimization (SEO) and advertising are essential to this mix. Suggested pre-requisite Social Media for Newbies	https://ce.camosun.ca/search/publicCourseSearchDetails.do?method=load&courseId=23466&selectedProgramAreaId=18067&selectedProgramStreamId=45659
University of Victoria	Victoria	BMBA 240 - Marketing	This course introduces the fundamentals of marketing such as branding, market research-focus groups, product life cycles, market plan development, and identifying target markets.	https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/marketing
		BMBA 330 - Marketing Communications	This overview will work to enhance the development of integrated marketing communication strategies, including planning, development of key messages, the use of the appropriate marketing communication tools and development of key audience segments.	https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/marketing-communications
		BMBA450 - Social Marketing and E-Commerce	This course introduces you to the e-commerce marketplace, consumer behaviour, and social media marketing. Topics include web-based business models, social media technology and marketing strategies, and privacy and security considerations.	https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/social-marketing-and-e-commerce
Vancouver Island University	Nanaimo	MGSM001 - Social Media & Digital Marketing for Business	This course theoretically and practically equips you to operate in a professional setting, leverage software tools like Facebook and Instagram, and implement tactics and techniques used in the industry. Upon completion of the course, you will be able to apply your knowledge to create social media posts that attract attention as well as produce digital marketing campaigns.	https://pdt.viu.ca/social-media-digital-marketing-business

Institutions Offering Online Courses

Organization	Location	Name of Course	Course Description	Website URL
College of the Rockies	Online	Small Business Marketing on a Shoestring	The small business marketing strategies you'll learn will fit into any budget—and some are even free! You'll master cost-effective strategies including strategic partnerships, local marketing, search engine optimization, social networking, e-mail marketing, lead generation, and niche marketing. Along the way, you'll see many real-world examples from other small businesses much like yours.	https://www.ed2go.com/rockies/online-courses/small-business-marketing-strategies-on-a-shoestring?tab=detail
		Marketing Your Business on the Internet	Throughout the course, you'll learn to think strategically about marketing your website, products, and services using Internet technologies. You will also explore how to use an Internet marketing checklist and other tools and materials to develop a sound online business strategy.	https://www.ed2go.com/rockies/online-courses/marketing-your-business-on-the-internet?tab=detail
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.	http://www.kpu.ca/cps/introduction-social-media
		MMRK 9008 - Marketing Using Social Media	Develop a two-way communication and marketing strategy for your organization using social media. Learn quick, easy ways to use Twitter, blogs and Linked Into 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.	http://www.kpu.ca/cps/marketing-using-social-media
		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.	http://www.kpu.ca/cps/improving-email-promotions-learn-mmrk-9013

	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.	http://www.kpu.ca/cps/online-advertising-learn-mmrk-9015
	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.	http://www.kpu.ca/cps/introduction-inbound-marketing-learn-mmrk-9017
	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.	http://www.kpu.ca/cps/advanced-mobile-marketing
	MMRK 9021 - Video Marketing	Sight, sound and motion are much more compelling than static words on a page. 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.	http://www.kpu.ca/cps/video-marketing-learn-mmrk-9021
	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.	http://www.kpu.ca/cps/youtube-business-learn-mmrk-9022
	MMRK 9023 - Content Marketing	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.	http://www.kpu.ca/cps/content-marketing-learn-mmrk-9023
	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. 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	http://www.kpu.ca/cps/advanced-inbound-marketing-learn-mmrk-9024
	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.	http://www.kpu.ca/cps/introduction-mobile-marketing-learn-mmrk-9025