Bachelor of Business Administration - Marketing Major

SCHOOL OF BUSINESS

Overview

Do you enjoy solving problems for people, discovering patterns of opportunity, creating persuasive communications, influencing buyers, and strengthening brands?

Our marketing major in the Bachelor of Business Administration degree program is for those who want to become a marketing pro. You'll develop the essential skills it takes to succeed in a marketing career.

By pursuing the marketing major, you'll learn to:

- create, strengthen, and manage brands effectively and ensure they resonate with your target audience
- develop comprehensive strategies to enhance brand equity
- master the art of strategic marketing planning and recommend strategies grounded in thorough environmental scans and research
- identify market opportunities and create data-driven plans to capitalize on them
- dive deep into marketing research techniques, perform qualitative and quantitative marketing research to uncover valuable insights and analyze data to make informed marketing decisions
- embrace the latest digital marketing technologies to optimize marketing opportunities and integrate current and emerging tech tools for maximum impact
- create sustainable value through effective product management, development, pricing, and distribution to meet consumer needs and drive growth
- validate your marketing strategies and tactics by delving into consumer behaviour insights
- explore the psychology behind consumer choices and tailor your campaigns accordingly
- execute and oversee product launches in local and international markets, whether they involve goods, ideas, or services
- navigate the challenges and opportunities of global marketing
- innovate, analyze and design to improve business performance or develop your own new venture.

Choosing the marketing major means you'll be ready for success in the changing marketing field. Whether you want to influence buyers, launch new products, or build strong brands, our program gives you the skills and knowledge to excel.

You'll also have valuable skills for marketing roles in organizations, media or marketing agencies. Finally, you'll graduate ready to pursue additional professional credentials from the Chartered Managers of Canada and the Institute of Sales Professionals.

Minors

Opportunities for additional specialization are available through the following optional minors.

Construction Project Management: A pathway to business roles in Canada's booming construction sector, focusing on managing significant capital projects, addressing design, risk, and conflict management.

Energy, Oil and Gas: A curriculum designed to prepare you for Alberta's energetic and changing energy landscape, with courses on technical, regulatory, and economic aspects from the renowned MacPhail School of Energy.

Traits, skills and aptitudes

Those working in the marketing field tend to be directive, social and innovative.

You need:

- drive and flexibility
- problem-solving and decision-making skills
- the ability to be persuasive
- effective stress management techniques
- strong project management, analytic, and motivational skills

- the ability to understand data to create short- and long-term plans
- a creative, outgoing, upbeat nature
- technical software skills.

You should enjoy organizing information, directing others, negotiating, and finding creative solutions.

SAIT program pathways

Those who have previously completed the SAIT Accounting, Business and Entrepreneurship, Community Economic Development, Management and Leadership, or Marketing certificates can receive course credit for classes. The number of applicable credits will vary by certificate.

Graduates of the SAIT Business Administration diploma - Marketing major may be eligible to enter this program in year three and earn their degree with a further two years of study.

Practicum, Co-op and Work Integrated Learning

During your fourth year (with at least 90 credits complete), you'll participate in a practicum or capstone project as part of the program.

If you choose a practicum, you'll work with an existing business to reflect, research, analyze, evaluate and recommend solutions to real-world problems, showcasing your skills to prospective employers. You'll be responsible for finding employment for this practicum, which must be approved by the Academic Chair.

If you choose a capstone project, you'll work individually or as part of a project team on a series of activities and simulations drawn from multiple disciplines to create a strategic and operating business start-up plan.

Accreditations, designations and certifications

BBA graduates can pursue one of the sales professional designations from the Institute of Sales Professionals.

With the Marketing major, you can also pursue the Certified in Management (CIM) designation from the Chartered Managers of Canada.

Credentials

Upon successful completion of this program, you'll receive a SAIT Bachelor of Business Administration degree with a major in Marketing.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and meet one of the following requirement options or equivalent.

Admission is determined based on an applicant's academic history, including high school and post-secondary courses. Post-secondary level courses with similar learning outcomes may be considered to meet admission requirements.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

Option one

An overall minimum average of 65%, calculated using your final grades in:

- English 30-1 (must have achieved at least 60%), and
- Math 30-1 (must have achieved at least 60%) or Math 30-2 (must have achieved at least 70%), and
- two courses from Group A, and
- one course from either Group A or B.

Group A (academics)

Academic courses may include Grade 12, 30-level (including CTS courses) or post-secondary equivalent*.

- Accounting

- Biology
- Business
- Chemistry
- Economics
- Finance
- Geography
- History
- Indigenous Studies
- Information Technology
- Languages
- Management
- Marketing
- Mathematics 31
- Philosophy
- Physics
- Political Sciences
- Psychology
- Science
- Social Studies 30-1
- Sociology

*Other courses may be considered.

Group B (other)

One of the following:

- Art 30 or 31
- Drama 30
- Music 30 (choral, instrumental, general)
- Physical Education 30
- Religion 35
- Social Studies 30-2

OR

- Other five-credit Grade 12 subjects or a combination of two three-credit Grade 12 subjects may be considered.
- Five credits of advanced career and technology courses.
- Business-related high school dual-credit courses may be used for admission purposes.

Option two

A SAIT Business Administration diploma or a Bachelor of Applied Business Administration or equivalent from an accredited post-secondary institution, with a minimum 2.3 cumulative GPA (67% or C+).

Option three

A two-year diploma or a bachelor's degree from an accredited post-secondary institution, with a minimum 2.3 cumulative GPA (67% or C+) and completion of English 30-1 and Math 30-1 or Math 30-2 or equivalents.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following estimated costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on completing 30 credits over two semesters each academic year. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$7,620	$1,764.50	$9,384.50
2	2	$7,620	$1,764.50	$9,384.50
3	2	$7,620	$1,764.50	$9,384.50
4	2	$7,620	$1,764.50	$9,384.50
			Total cost:	**$37,538**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$21,720	$1,764.50	$23,484.50
2	2	$21,720	$1,764.50	$23,484.50
3	2	$21,720	$1,764.50	$23,484.50
4	2	$21,720	$1,764.50	$23,484.50
			Total cost:	**$93,938**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books and supplies are approximately $1,000 - $1,500 per full-time year.

This is a bring-your-own-device program with a standard hardware and software requirement. See the specific requirements on our computers and laptops page.

Find your booklist on the SAIT Bookstore's website. The booklist will be available close to your start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required for that term.