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?

This program provides a strong foundation in business and marketing principles and the latest trends. You'll be well-prepared for diverse career opportunities in content creation, digital analytics, media, sales, promotions, and events.

In this program, you will learn how to:

- conduct comprehensive environmental scans to assess market conditions, identify and target market segments
- determine the most effective distribution channels to support planning objectives and craft integrated digital communication strategies
- identify and target gaps in relevant market segments to meet customer needs
- create products that align with organizational objectives, and develop pricing strategies
- create communication strategies to maximize planning outcomes
- create consumer journey maps and identify buyer needs
- succeed in both business-to-business (B2B) and business-to-consumer (B2C) markets
- innovate, analyze and design to improve business performance or develop your own new venture.

You'll graduate ready to pursue additional professional credentials from the Chartered Managers of Canada and the Institute of Sales Professionals.

Traits, skills and aptitudes

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

You need:

- drive and flexibility to succeed in a competitive field
- 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
- an aptitude for computers and various software.

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

SAIT program pathways

Graduates of this program with a minimum 2.3 cumulative GPA (67% or C+) may be eligible to enter our Bachelor of Business Administration program and earn their degree.

Find more details about transfer options with other postsecondary institutions under transfer agreements.

Practicum, Co-op and Work Integrated Learning

You'll have the option to participate in an integrative experience capstone project in your final semester.

If you choose a capstone project, you'll work collaboratively with students from other majors to address a challenge faced by a local business or organization. You'll work together as a team to investigate and analyze the challenge or problem before presenting a solution to company representatives.

Accreditations, designations and certifications

Following graduation, you 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 Business Administration diploma with a major in Marketing.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and meet all of the following requirements or equivalent:

- at least 50% in Math 30-1 or Math 30-2, and
- at least 50% in English Language Arts 30-1 or 60% in English Language Arts 30-2.

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

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 costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. 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	$6,150	$1,764.50	$7,914.50
2	2	$6,150	$1,764.50	$7,914.50
			Total cost:	**$15,829**

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
Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$20,400	$1,764.50	$22,164.50
2	2	$20,400	$1,764.50	$22,164.50
			Total cost:	**$44,329**

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 standard hardware and software requirements. 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.