



# Marketing

**D**iscover how business and creativity collide as you develop fundamental skills in communications, marketing, business development, project management and more.

Blending theory with real-world scenarios and projects, led by industry-experienced instructors, you'll learn to apply savvy marketing strategies and tactics to entice new customers and drive brand loyalty. You'll also learn about the complete customer journey and how it's supported across traditional and digital marketing tools and technology.

You'll finish the program with a capstone course that enables you to apply your abilities in a work-integrated learning project, further developing critical thinking, communication, collaboration and organizational capabilities. When you graduate, you will be ready to enter the field as a marketing or communications assistant, marketing coordinator, social media specialist, or event coordinator.

You'll have up to five years to complete this certificate.

When you complete this program, you have the opportunity to ladder into higher credentials at SAIT. Up to 24 credits from this certificate can be applied to our Business Administration diploma or Bachelor of Business Administration programs (varies by major). Both programs have additional admission requirements and your timeline to complete a diploma or degree begins when you start the first certificate course.

## Is this the right program for me?

To achieve success in this program, students should:

- be proactive, independent, and resourceful
- have strong written and oral communication skills
- be prepared to work in teams
- be proficient in the use of a Windows-based computer and Microsoft Office software
- spend 9-12 hours per week on each course, including in-class hours
- actively participate in all classes and activities
- become familiar with and adhere to SAIT's academic policies.
- be ready for a challenge and committed to keeping yourself on schedule

Also, students who are engaged and take advantage of SAIT services and resources usually experience more success in SAIT's programs.

## Credentials

After successfully completing this program, graduates will receive a SAIT Marketing certificate.

## Admission requirements

### Admission dates

Applications are accepted until the program start date but are subject to change.

- **Fall 2022 start:** applications opened on Oct. 6, 2021.
- **Spring 2023 start:** applications opened on June 13, 2022.

## Program requirements

All applicants to SAIT must demonstrate [English language proficiency](#) prior to admission, including students educated in Canada.

There are no additional entry requirements for this program.

## Direct entry: four-step process

**Step 1:** Read the program information to see the qualities needed for student success.

**Step 2:** Ensure that you meet all of the admission requirements listed above.

**Step 3:** [Apply](#) to Marketing and [submit your transcripts and/or anticipated final grades](#).

- Admission will be extended on a first-qualified, first-offered basis until the program is full.

**Step 4:** Find out how to monitor your application status [after you apply](#).

## Communication during admission

Email is the primary source of communication during the selection process. Ensure your personal email account is managed appropriately to receive our emails, files and communications.

## Costs 2022/23

### Domestic tuition and fees

Cost per credit: \$189

Year	Number of semesters	Tuition fees	SAIT fees	Saitsa fees*	Total
1	2	\$5,670	\$916	\$553	\$7,139

### Domestic cost per course

Course credits	Course cost
1.5	\$283.50
3.0	\$567

\*Maximum fee. Actual fees may be less and are based on the number of credits a student takes per semester and whether they opt-out of health and dental benefits.

### SAIT fees

- Campus athletic and recreation fee: \$196
- Universal transit pass (Upass): \$320
- Student support fee: \$200
- Student technology fee: \$200

The above fees are based on a course load of nine (9) or more credits per semester. Students taking less than nine (9) credits per semester do not qualify for the UPass. Other fees will be adjusted based on reduced credit load.

### Saitsa fees

## Student Association fee

- Maximum: \$291

This is the maximum amount the student will pay. Actual fees may be less and are based on the number of credits the students take per semester.

## Health and dental fees

- Health plan: \$127
- Dental plan: \$135

Students with existing health and/or dental plans can opt-out. Please refer to [Saitsa's website](#) for information.

Students taking less than nine (9) credits per semester do not qualify for health and dental benefits.

For more information on health and dental benefits for international students, please contact the [International Centre](#).

## Books and supplies\*

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

For an estimate of the costs associated with purchasing a computer that meets the program's hardware and software requirements, see our [computers and laptops page](#).

Learn more about [tuition and financial aid](#).

\*Tuition, fees, books and supply costs are subject to change.