Marketing

SCHOOL OF BUSINESS

Overview

Our Marketing certificate program brings the worlds of business and creativity together to help you gain important skills in communication, marketing, business development, and project management.

Our experienced instructors will guide you through practical projects, helping you understand how to use smart marketing strategies to attract new customers and build brand loyalty.

Discover how businesses connect with their customers from start to finish. You'll explore both traditional and digital marketing tools and technology.

In this program, you will:

- use technology to make businesses more efficient and use digital marketing tools to create marketing channels and promote products online
- apply marketing theories and processes in a real business setting
- create product, pricing, and promotion strategies that align with a company's goals and learn how to identify the most relevant market segments
- apply project management theories and tools, show effective critical thinking and problem-solving skills in various business situations, and achieve project goals by collaborating effectively in teams.

At the end of the program, you'll put your skills to the test with a capstone project. This project will help you develop critical thinking, communication, collaboration, and organizational abilities.

Once you graduate, you'll be prepared for exciting roles as marketing or communications assistants, marketing managers, social media specialists or event coordinators.

Traits, skills and aptitudes

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

You need:

- a creative, outgoing, upbeat nature
- drive and flexibility to succeed in a competitive field
- effective stress management techniques
- strong project management and motivational skills
- the ability to understand data to create short- and long-term plans
- problem-solving and decision-making skills
- technical software skills
- the ability to be persuasive.

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

SAIT program pathways

The Marketing certificate provides you with options for advanced education.

Graduates of this program have completed up to nine courses required for the SAIT Business Administration diploma or Bachelor of Business Administration degree (varies by major). Additional admission requirements apply.

Practicum, Co-op and Work Integrated Learning

In your capstone course, you will work collaboratively with students from other disciplines to create a solution to a challenge faced by a business or community organization.

Credentials

After successfully completing this program, you'll receive a SAIT Marketing certificate.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency.

There are no further requirements to enter this program.

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 15 credits a semester for two semesters. 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
			Total cost:	**$7,914.50**

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	1	$18,870	$1,764.50	$20,634.50
			Total cost:	**$20,634.50**

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 computer 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 closer to the program start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program advisor directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.