



Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Date Created: \_\_\_\_\_

Date Revised: \_\_\_\_\_

## PROGRAM PLANNING GUIDE 2024-2025

### Marketing and Design Post-diploma Certificate

The purpose of this program-planning guide is to help students track their progress within their chosen program. The information in this planning guide is accurate at the time of printing and is subject to change without notice. It is the students' responsibility to ensure the accuracy of their program and course choice. Students should use the program-planning guide dated the year in which they began the program. This guide should be used in conjunction with the official version of the Medicine Hat College Calendar, and calendars of appropriate transfer institutions, which are the final authorities regarding program requirements.

FALL SEMESTER			WINTER SEMESTER		
COURSE	TERM	GRADE	COURSE	TERM	GRADE
<b>AREL 329</b> Web Design Fundamentals (Web Design I) <b>Prerequisite:</b> ARFN 211 or MKTG 251			<b>AREL 429</b> UI/UX (Web Design II) <b>Prerequisite:</b> ARFN 211 or MKTG 251		
<b>MGMT 150</b> Strategic Communication			<b>MKTG 345</b> Managing Marketing Relationships <b>Prerequisite:</b> MKTG 171		
<b>MKTG 171</b> Introduction to Marketing			<b>MKTG 355</b> Creating Brand Intelligence <b>Prerequisite:</b> MKTG 171 or ARDE 333		
<b>MKTG 325</b> Evidence Based Marketing <b>Prerequisite:</b> MKTG 171			<b>SEMM 271</b> Digital Marketing <b>Prerequisites:</b> MKTG 171 or SEMM 171		
<b>Choose ONE of:</b> <b>MKTG 315:</b> Science of Persuasion <b>Prerequisite:</b> MKTG 171 <b>SEMM 251:</b> Sport and Event Sponsorship and Fundraising <b>Prerequisites:</b> SEMM 200, COMM 140 & SEMM 325			<b>MKTG 290</b> Community Service Project		

### GRADUATION REQUIREMENTS:

To successfully complete the program students must

- Complete all required courses and attain a minimum GPA of 2.0

For more information or assistance with your program, please contact  
Academic Advising at 403-529-3819  
Updated 2024