



Growing Forward 2
A federal-provincial-territorial initiative

**BC Agrifood and Seafood
Market Development Preparedness Program
2016/2017**

ELIGIBLE MARKETING COURSES

BC Agrifood and Seafood Market Development Preparedness Program

Eligible Marketing Courses

Lower Mainland Institutions

Organization	Location	Name of Course	Course Description	Website Link
British Columbia Institute of Technology (BCIT)	Burnaby	MKTG 1088 - WordPress & Niche Market Blogging	Explore the WordPress blogging platform from a writer and blogger's perspective. You will focus on developing your blog's strategy with tactics such as, search engine optimization (SEO), marketing and monetization, voice, and branding.	http://www.bcit.ca/study/courses/mktg1088
		MKTG 1102 - Essentials of Marketing	Provides the student with an overview of the marketing concept and how it can be applied to any type of organization or service. Includes the controllable and uncontrollable elements of marketing, strategic planning, market characteristics, marketing research techniques, market segmentation, and target market selection.	http://www.bcit.ca/study/courses/mktg1102
		MKTG 1219 - Professional Sales Skills	Provides basic training for the sales aspirant or person with no formal sales training. Develop selling techniques through practical applications and role playing. Ideal for people in sales who require or desire to brush up on their sales skills.	http://www.bcit.ca/study/courses/mktg1219
		MKTG 1342 - Trade/Consumer Show Marketing	Examines how a trade/consumer show is an effective marketing opportunity for businesses of all sizes. Focuses on the application of marketing principles through the medium of trade or consumer shows. Also covers how to position a trade or consumer show as an active marketing tool within a business' overall marketing strategy.	http://www.bcit.ca/study/courses/mktg1342
		MKTG 1352 - Strategic Online Marketing	The focus of this course will be to provide the student with e-Marketing techniques and strategies that can help any forward-thinking organization be competitive in today's business environment.	http://www.bcit.ca/study/courses/mktg1352
		MKTG 1550 - Social Media for Business	In this course you will delve into the major Internet-based social media, the technology, interface and etiquette. The focus will be on learning to use social media as a marketing tool to establish and maintain your small business' online presence. At the end of the course you will have designed a social media marketing campaign, presented it and have it ready to implement for your small business.	http://www.bcit.ca/study/courses/mktg1550
		MKTG 1552 - Special Media Marketing	In this course you will explore how to develop social media marketing initiatives that are designed to meet business objectives. With a heavy emphasis on real-life case studies, best practices, and data-driven techniques, you will learn how to create a strategically-focused social media marketing plan that integrates with other marketing activities and helps you establish and maintain an effective online presence (that goes beyond Facebook and Twitter).	http://www.bcit.ca/study/courses/mktg1552
		MTKG 1554 - Fundamentals of Branding	This course is designed to provide students with an understanding of the role of branding in marketing all kinds of organizations, goods, services, and ideas. Analysis of contemporary branding strategies and their application online and offline will be explored.	http://www.bcit.ca/study/courses/mktg1554
		MTKG 2203 - Marketing Communications Essentials	This course builds on essential marketing concepts by focusing on the promotional element of the marketing mix. You will examine marketing communications strategy, and effective use of advertising, public relations, direct marketing, sales promotion and the media.	http://www.bcit.ca/study/courses/mktg2203
		MKTG 2525 - Global Marketing	This course reflects current issues and events while offering conceptual and analytical tools that will help students apply traditional marketing planning, implementation and evaluation techniques, including the 4Ps, segmenting, targeting and positioning, and market entry strategies, to global marketing. It will also examine the social and cultural environments and the role of social media in the expanding global market place.	http://www.bcit.ca/study/courses/mktg2525
		MKTG 3406 - Brand Innovation and Development	Brand Innovation and Development examines the critical steps and expertise involved in developing and presenting a successful brand, product, service or experience from concept to delivery. Creative modelling will be used to explore how to excite a market with innovative new brands or the re-launching of existing products in competitive market segments.	http://www.bcit.ca/study/courses/mktg3406
		MKTG 3554 - Digital Branding	This course takes a detailed look at the fundamentals of digital branding. The course is designed to help professionals gain a better appreciation for and a deeper understanding of best practices and developing trends in digital branding. It is also designed for consultants covering the marketing industry who are seeking insight into how to build a brand online - including multichannel marketing, social media, search, mobile, online advertising, email, and marketing automation.	http://www.bcit.ca/study/courses/mktg3554
MKTG 4340 - Marketing Planning Fundamentals	Students will be expected to apply the concepts of marketing and planning to real-world situations. The course will cover identifying markets, buying behaviour, product planning, pricing, distribution and communication strategies. The focus of the course will be on developing a marketing plan.	http://www.bcit.ca/study/courses/mktg4340		
BCAMA	Vancouver	Education Series	This series will provide direct applications for a candidate's job and for taking one's career to the next level.	http://www.bcama.com/events/education-series/
Capilano University	North Vancouver, Squamish, Sechelt	Differentiation: The Key to a Powerful Brand	Given today's crowded marketplace and cluttered communications landscape, it has never been more difficult – or more important – to differentiate your brand. Through best practices, effective processes and innovative strategies, you can help your brand stand out so that you can grow your competitive advantage and create new growth opportunities for your business.	https://csee.capilano.ca/shop/exec-ed/differentiate-or-perish-unleash-the-power-of-your-brand-201615-91001/
		Exemplary Customer Experience: Maximizing Touchpoints	Learn to use the customer journey, both offline and online, to create a consistent, compelling and valuable relationship with your customers.	https://csee.capilano.ca/shop/exec-ed/exemplary-customer-experience-201615-91003/
		Maximizing Your Marketing ROI	Learn to get the most out of your marketing budget and measure the full impact on your business.	https://csee.capilano.ca/shop/exec-ed/maximize-your-marketing-roi-201615-91008/
		Introduction to Social Media Marketing Tools for Business	This introductory workshop is designed to give you the knowledge and skills you need to use social media to collaborate, co-create and market your business online.	https://csee.capilano.ca/wp-content/uploads/2016/01/CS_Spring_2016-for-web.pdf
Douglas College	New Westminster, Coquitlam	SMT Marketing	Participants will learn the role and purpose of marketing with a special emphasis on how marketing affects supply management. The differences between marketing and sales, marketing products and services, as well as B2B and B2C marketing will be addressed. Market research, understanding your competition, market segmentation and market selection are key topics covered. Strategies for market leaders and market followers will also be outlined.	http://www.douglascollege.ca/programs-courses/continuing-education/business/supply-management-training
Kwantlen Polytechnic University (Online)	Richmond, Surrey, Langley, and Cloverdale	MMRK 9021 - Video Marketing	In this course you will discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness. Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business 24/7.	http://www.kpu.ca/cps/media-marketing
		MMRK 9022 - YouTube for Business	Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people. Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features. YouTube can enhance your current marketing and communication strategy.	http://www.kpu.ca/cps/media-marketing
		MMRK 9017 - Introduction to inbound Marketing	Inbound marketing is a process of using your website in a way that it attracts visitors naturally through search engines, the blogosphere, and social media.	http://www.kpu.ca/cps/media-marketing
		MMRK 9023 - Content Marketing	Learn how to create content that is engaging and purposeful. Find out what you want to say to them. Explore where you want to say it. And finally, find out how you want to say it. In one month, you will be better equipped to create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors.	http://www.kpu.ca/cps/media-marketing

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Eligible Marketing Courses

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Kwantlen Polytechnic University (Online) (Continued)	Richmond, Surrey, Langley, and Cloverdale	MMRK 9024 - Advanced Inbound Marketing	Learn how to monitor measure and manage the integrated results of your inbound marketing activities at a more advanced level. We'll focus on the data that actually matters and how it is influenced by visitor/user engagement. Gain deeper insights into user behaviour; learn how to track meaningful conversions, measure visitor engagement and how to use landing pages more effectively - including how to create forms that get results.	http://www.kpu.ca/cps/media-marketing
		MMRK 9025 - Introduction to Mobile Marketing	Increase your understanding of the mobile experience, especially smartphones and how you can leverage their capabilities to retain current customers and gain new ones.	http://www.kpu.ca/cps/media-marketing
		MMRK 9019 - Advanced Mobile Marketing	Come get the knowledge needed to implement a mobile marketing plan for your organization. Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Learn how to promote your app on the web, building a landing page for your app, and advanced tracking of your application usage. Then take home a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success. You will leave this course with the knowledge to implement a mobile marketing plan for your organization.	http://www.kpu.ca/cps/media-marketing
		MMRK 9013 - Improving Email Promotions	Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.	http://www.kpu.ca/cps/media-marketing
		MMRK 9015 - Online Advertising	Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.	http://www.kpu.ca/cps/media-marketing
Kwantlen Polytechnic University (Online) (Cont'd)	Richmond, Surrey, Langley, and Cloverdale	MMRK 9007 - Introduction to Social Media	Learn what social media are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization.	http://www.kpu.ca/cps/social-media
		MMRK 9008 - Marketing Using Social Media	Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization.	http://www.kpu.ca/cps/social-media
Langara College	Vancouver	BSAD 1037 - Sales & marketing for Managers and Small Business Owners	Learn to develop the most successful marketing mix for your organization, select promotions that work, create persuasive sales presentations, and close sales. Explore ways to identify your customers' needs and motivations and how to increase sales by establishing and continuously improving relationships with your customers.	http://langara.ca/continuing-studies/programs-and-courses/programs/general-business-management/courses.html
		INET 1069 - Internet Marketing & SEO	Learn the business of the Web and how to get your website to the top of search listings using the principles of search engine optimization (SEO). Other topics include social media, cross-linking, and branding for the web.	http://langara.ca/continuing-studies/programs-and-courses/programs/copywriting/courses.html
		INET 1096 - Email Marketing the Right Way	Learn how to do permission-based marketing right. Students will learn about compiling and renting email lists and software platforms for campaign delivery. Topics include legal issues, spam, and design techniques for effective marketing. Metrics for email marketing will also be covered.	http://langara.ca/continuing-studies/programs-and-courses/programs/copywriting/courses.html
		INET 1098 - Facebook Marketing Essentials	Take Facebook to new heights for business by engaging new customers and retaining old ones for longer. This course dives into Facebook News Feed Optimization (NFO), advertising, and building customized landing pages. Its focus is on distributing content and ads through Facebook.	http://langara.ca/continuing-studies/programs-and-courses/programs/copywriting/courses.html
Simon Fraser University	Burnaby, Surrey, & Vancouver	MGMT 240 - Marketing Management	This introductory course will give you an understanding of the vital role of marketing in global organizational success. We'll cover the significant principles, concepts and functions of marketing. In addition to learning basic marketing techniques, you will learn to appreciate why small, medium and large organizations must develop a market- and consumer-oriented focus to succeed in an ever-competitive global environment.	http://www.sfu.ca/continuing-studies/courses/mgmt/marketing-management.html
		MGMT 365 - Marketing Research	Marketing research is one of the most powerful tools in marketing. From problem identification to problem solving, marketing research provides organizations with insights that allow them to better understand their markets (or potential markets).	http://www.sfu.ca/continuing-studies/courses/mgmt/marketing-research.html
		MGMT 366 - Integrated Marketing Communications	In this course, you will learn how to optimize marketing campaigns using integrated marketing communication strategies. In addition to sharpening your creative skills, you'll develop strategic thinking and planning abilities.	http://www.sfu.ca/continuing-studies/courses/mgmt/integrated-marketing-communications.html
		MGMT 367 - Marketing Analytics	This course will empower you with the latest models and techniques for quantifying and monitoring your efforts, as well as predicting future outcomes. You will practice your new analytics skills using computer spreadsheet models and metrics.	http://www.sfu.ca/continuing-studies/courses/mgmt/marketing-analytics.html
		MGMT 368 - Social Media Marketing	Social media is one of the newest and most popular frontiers in marketing. The number of users and businesses interacting via social media has grown at an unprecedented pace. But with such a rapidly changing and ever-expanding environment, many businesses struggle with how to use social media effectively to improve their marketing efforts.	http://www.sfu.ca/continuing-studies/courses/mgmt/social-media-marketing.html
		MGMT 369 - CRM and Database Marketing	This course will provide you with a strategic overview of CRM and database marketing, as well as how you can use them to achieve an organization's goals. We'll define terms such as data-mining, one-to-one marketing, and customer lifetime value. You'll complete the course with a working knowledge of database marketing applications, including their potential and limitations.	http://www.sfu.ca/continuing-studies/courses/mgmt/crm-and-database-marketing.html
		B2B 330 - B2B Metrics: Measuring the Impact and ROI of Campaigns	This course focuses on the planning required to achieve a positive return on investment (ROI) for B2B marketing campaigns. Aligning to corporate KPIs (key performance indicators), as well as developing clear objectives and metrics in advance to measure the results, is a key component of ensuring the deliverables of multi-channel digital campaigns are planned in order to achieve continuous improvement.	http://www.sfu.ca/continuing-studies/courses/b2b/B2B-metrics-measuring-the-impact-and-ROI-of-campaigns.html
		DCIM 120 - Branding and Marketing in the Digital Age	We'll explore methods for building and expanding a brand in today's market, effective ways to reach new consumers, and meaningful tactics to deepen client relationships. We'll also discuss the changing world of advertising, the emergence of influencers, the pros and cons of the control that consumers now have over brands, and how to maintain brand consistency in look, feel, and voice across different platforms.	http://www.sfu.ca/continuing-studies/courses/dcim/branding-and-marketing-in-the-digital-age.html
		DCIM 340 - Email Marketing and Mobile Communications	This course will teach you how to plan and deploy two highly effective permission-based marketing techniques: email marketing and mobile communications. You will learn how to develop a database of customers and stay engaged with them through your marketing cycle.	http://www.sfu.ca/continuing-studies/courses/dcim/email-marketing-and-mobile-communications.html

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Vancouver Island Institutions

Organization	Location	Name of Course	Course Description	Website Link
Camosun College	Victoria	Social Media Marketing	We'll start with a big picture overview of successful online marketing and how social media, content creation/curation and search engine optimization (SEO) are essential to this mix. You'll learn how to find, attract and engage with your ideal audience; how to manage your online reputation, plus tips for time management. We'll cover best practices, touch on privacy issues, social media policy and risk management. A great course for business owners, marketers, managers and the general public to find out how social media is changing the way the world communicates.	http://camosun.ca/ce/computer-training.html#BSCM706G
		Managing & Marketing Webinars	Boost your success with webinars by getting the most advanced and latest information on managing and marketing webinars. Find out when and how often to promote webinars, how to do follow up promotion to those who click-through on your initial emails, and how to generate more leads and inquiries.	http://camosun.ca/ce/online.html#LDCT641G
University of Victoria	Victoria	BMBA 240 - Marketing	Marketing has two essential functions: to identify and to satisfy a buyer's needs. In this introduction to marketing management, you examine the concepts and techniques used by business to perform these functions. Topics include: target market definition; buyer behaviour; demand forecasting; product, pricing, communications, and distribution strategies; marketing research; and market planning and organization.	https://www.uvcs.uvic.ca/Course/Marketing/BMBA240/
		BMBA 330 - Marketing Communications	Marketing Communications builds skills based on the promotion strategy concepts introduced in the Marketing course. In this course you will further explore the promotional mix, including a comprehensive review of advertising, promotion, and public relations from a strategic perspective.	https://www.uvcs.uvic.ca/Course/Marketing-Communications/BMBA330/
		Social Marketing and E-Commerce	This course introduces you to the electronic marketplace and the rapidly developing field of e-commerce.	https://www.uvcs.uvic.ca/Course/Social-Marketing-and-E-Commerce-formerly-Introduction-to-E-Commerce/BMBA450/
Vancouver Island University	Nanaimo, Duncan, Parksville & Powell River	BMBL 010 - Blogging for Business	Discover why adding a Blog to your business website is hands down, one of the best things a small business can do to help grow their brand. This course will focus on establishing a solid blogging presence and help identify some popular blogging tools, tips and tricks to bring your blog to the next level. When done correctly, business blogging help improve your overall search rankings and can convert tire kicker shoppers into loyal fans.	http://records.viu.ca/htbin/ce_courses?campus=D&testdata=N&term=201509&loterm=201509&hitem=201604&option=course&course=39555&allstart=N
		BMMF 010 - Marketing a Business on Facebook	This course is designed for business owners looking to maximize results using Facebook as a strategic marketing tool. We'll start with an overview of some successful Facebook marketing campaigns as well as some not so successful ones and reverse engineer both. We will discuss the Pros & Cons of the platform and learn practical tips for time management, best practices, privacy issues, social media policy and risk management. Topics include: Branding, strategy, content development & curation, engagement, insights, building strategic lists, graphic design, best apps, Facebook Ads and more.	http://records.viu.ca/htbin/ce_courses?campus=D&testdata=N&term=201509&loterm=201509&hitem=201604&option=course&course=39551&allstart=N

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Southern Interior British Columbia Institutions

Organization	Location	Name of Course	Course Description	Website Link
College of the Rockies	Cranbrook, Kimberley	Entrepreneurial Marketing: Online	This course offers you a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand, analyze which tactics to use, and implement your marketing plan.	http://www.cotr.bc.ca/ConEd/course-view.asp?crsID=8708
		Marketing Using Social Media Online	Develop a two-way communication and marketing strategy for your organization using social networks. Let your instructor guide you in exploring major social networks, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business.	https://www.cotr.bc.ca/coned/course-view.asp?crsID=8718
		Improving Email Promotions	Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.	http://www.cotr.bc.ca/ConEd/course-view.asp?crsID=8048
		Boosting Your Website Traffic	Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.	http://www.cotr.bc.ca/ConEd/course-view.asp?crsID=8712
		Online Advertising	Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.	http://www.cotr.bc.ca/ConEd/course-view.asp?crsID=8713
Okanagan College	Vernon	Facebook Pages: Built for Marketing Success	Learn how to add fun marketing tools and content to your Facebook page, as well as strategies to engage your clients and customers and gain more "likes".	http://www.okanagan.bc.ca/Programs/Areas_of_Study/cs/Courses.html?course=COSS_232

Northern British Columbia Institutions

Organization	Location	Name of Course	Course Description	Website Link
Northwest Community College	Terrace	CEBSNS 940 Marketing Basics	Learn about the rise of technology and social media, the world of marketing and advertising has become bigger than ever. Marketing has gone beyond the classic printed ads, billboards or even television commercials.	https://www.nwcc.bc.ca/course/cebsns-940-marketing-basics

Online Institutions

Organization	Name of Course	Course Description	Website Link
Forum For International Trade Training	International Marketing	This panel format seminar brings together organizers and experienced vendors from a range of community-based markets to share proven ideas and success ways of "working the event".	http://fittfortrade.com/international-marketing
	Global Business Environment	In the Global Business Environment course, you'll develop an understanding of the current environment in which global trade takes place and the opportunities and challenges it represents for businesses.	http://fittfortrade.com/global-business-environment
	International Market Entry Strategies	The International Market Entry Strategies course will guide you in correctly identifying and evaluating market entry options for your business. Learn how to create the most effective business strategy by performing a needs-assessment, determining potential barriers to market entry and selecting the most viable market entry strategies for your company.	http://fittfortrade.com/international-market-entry-strategies
	International Trade Research	The International Trade Research course will teach you how to identify and gather the information your business needs to make smart decisions about when to engage in international trade and which markets will be the most profitable.	http://fittfortrade.com/international-trade-research
	An introduction to International Marketing	This introductory online workshop will teach you common marketing terms to help you source and navigate relevant industry intelligence.	http://fittfortrade.com/introduction-international-marketing
	An Introduction to International Trade Research	This introductory online workshop helps you learn how to identify valuable sources of international business information to build or grow your export-import business.	http://fittfortrade.com/introduction-international-trade-research
	An Introduction to International Trade	This online workshop will give you an introduction to the opportunities and challenges involved in pursuing business internationally.	http://fittfortrade.com/introduction-international-trade