

This program is designed to provide students with an in-depth understanding of marketing and sales management with a foundation in other business areas. With a strong project focus tied to real-world issues, practical work will involve everything from market analysis and consumer behaviour to infomercials, advertising and media communications. Along the way, they will be exposed to areas such as sales techniques, retail management, sports, marketing, tourism, import/export development and event planning. Of course, a heavy dose of Internet marketing will include search engine optimization, social media tactics, online research, Internet metrics, Internet ROI and starting an online business. A total of 26 of the 40 courses that make up the program are specifically related to the business discipline.



### **THIS PROGRAM IS FOR YOU IF...**

- You are seeking challenging and great work placement opportunities.
- You are interested in developing job skills to help you begin a successful business career.
- You are looking for an educational path that offers you many diverse career opportunities.
- You are open to an international experience and aspire to graduate with all the benefits of two paid ATE/Co-op internships.

### **A LEARNING ENVIRONMENT TO PROMOTE SUCCESS**

Up-to-date management information and computer courses are not only taught and fully integrated into many courses, but the state-of-the-art business computer laboratory offers students the opportunity to do their homework or pursue other business studies at their convenience.

### **WORK EXPERIENCE TO PREPARE OUR GRADUATES FOR THE REAL WORLD**

There are plenty of opportunity for students to gain hands-on experience from newly acquired skills in business management and build their experience in the field through experiential learning.

After their second and fourth semesters, selected candidates could be placed in paid stages through our ATE/Co-op (*Alternance travail-études*) program. In their fifth semester, students are required to participate in a job-shadowing program giving them another great first-hand experience in a real-world work environment. All business students also have to complete a 1-month, full-time, credited stage in industry during the sixth semester.

Work placement locations for this stage have been expanded from the Montreal area to include possible international work placements in North America and Europe.

## **ADMISSION REQUIREMENTS**

DES  
+ Mathematics CST 4



## WHERE BUSINESS MANAGEMENT CAN TAKE YOU!

### Job prospects for our graduates

Countless employment opportunities await graduates of the Business Management program. Students are prepared to enter the workforce with varied technical competencies immediately upon graduation or to venture into business for themselves and become young entrepreneurs.

Possible careers options include Brand Management, Social Media, Sales, Market Research, Public Relations, Banking, Supply Chain etc.

### Options for university studies and potential careers

Some of our graduates choose to pursue their studies at the university level. John Abbott students with strong academic records can receive exemptions from some university courses.

The College currently has agreements with Concordia University and Bishop's University, in Quebec, and Athabasca University, in Alberta, for faster paths to obtaining an undergraduate degree.

Whatever path they choose, Business Management graduates are equipped with the skills and business knowledge they need to succeed.



## HOW TO APPLY

John Abbott College is affiliated with the *Service régional d'admission du Montréal métropolitain* (SRAM) and uses its online application service.

To apply:

- complete the online application at [admission.sram.qc.ca](http://admission.sram.qc.ca),
- select John Abbott College and the program of your choice along with the corresponding program number, and
- if applicable, send all required documents and the application fee.

Students whose prerequisites are more than five years old should contact the Admissions office.

The application deadline is March 1. All documents and payment must be submitted by the deadline.

**Program start: fall**

## PROGRAM PLANNER

### FIRST SEMESTER

603-101-MQ	ENGLISH
602-1__-MQ	FRANÇAIS
345-1__-MQ	HUMANITIES
109-1__-MQ	PHYSICAL EDUCATION
410-101-AB	Introduction to Business Management
410-102-AB	Business Computer Applications 1
410-103-AB	Accounting & Finance for Marketing 1

### SECOND SEMESTER

603-1__-MQ	ENGLISH
602-2__-AB	FRANÇAIS
109-1__-MQ	PHYSICAL EDUCATION
410-202-AB	Business Computer Applications 2
410-203-AB	Business Communications & Negotiations
410-204-AB	Accounting & Finance for Marketing 2
410-306-AB	Introduction to Marketing

### THIRD SEMESTER

345-1__-AB	HUMANITIES
___-___-___	COMPLEMENTARY COURSE
383-101-AB	Economics for Business
410-301-AB	International Marketing
410-302-AB	Marketing Research 1
410-30-AB	Finance & Financial Planning
410-305-AB	Project Management

### FOURTH SEMESTER

603-1__-MQ	ENGLISH
345-21_-AB	HUMANITIES
___-___-___	COMPLEMENTARY COURSE
410-401-AB	Marketing Research 2
410-402-AB	Consumer Behavior
410-403-AB	Integrated Marketing Communications
410-404-AB	Internet Marketing

### FIFTH SEMESTER

603-200-AB	ENGLISH
109-1__-MQ	PHYSICAL EDUCATION
410-501-AB	Sales Management & Customer Service
410-502-AB	Purchasing & Inventory Management
410-504-AB	Business Case Analysis
410-506-AB	Management, Leadership, HRM & Supervision
410-507-AB	Business Law, Small Business Project & Entrepreneurship

### SIXTH SEMESTER

410-601-AB	Advanced Topics in Marketing: Retail Merchandising
410-602-AB	Advanced Topics in Marketing: Sports & Entertainment
410-604-AB	Advanced Topics in Marketing: Travel & Tourism
410-605-AB	Advanced Topics in Marketing: Event Marketing
410-606-AB	Stage (Internship) and Integration into the Workforce

Courses taken by some students may need to be adjusted due to recent changes brought to the *Charte de la langue française* by Bill 96.