



# Business Administration - Marketing Major

SCHOOL OF BUSINESS

## Overview

Do you enjoy solving problems for people, discovering patterns of opportunity, creating persuasive communications, influencing buyers, and strengthening brands?

This program provides a strong foundation in business and marketing principles and the latest trends. You'll be well-prepared for diverse career opportunities in content creation, digital analytics, media, sales, promotions, and events.

In this program, you will learn how to:

- conduct comprehensive environmental scans to assess market conditions, identify and target market segments
- determine the most effective distribution channels to support planning objectives and craft integrated digital communication strategies
- identify and target gaps in relevant market segments to meet customer needs
- create products that align with organizational objectives, and develop pricing strategies
- create communication strategies to maximize planning outcomes
- create consumer journey maps and identify buyer needs
- succeed in both business-to-business (B2B) and business-to-consumer (B2C) markets.

Upon graduation, you'll be ready for various career opportunities in marketing, public relations, media, advertising, sales, promotions, and events. You'll also have the option to pursue a Canadian Professional Sales Association (CPSA) designation.

## Traits, skills and aptitudes

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

You need:

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

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

## Academic path

As a graduate of this program, you can apply for SAIT's Bachelor of Business Administration - Marketing major and earn your degree with a further two years of study.

## Professional designations and certifications

Upon graduation, you'll be prepared to pursue a Canadian Professional Sales Association (CPSA) designation.

## Credentials

Upon successful completion of this program, you'll receive a SAIT Business Administration diploma with a major in Marketing.

## Practicum, Co-op and Work Integrated Learning

You'll have the option to participate in an integrative experience capstone project in your final semester.

If you choose a capstone project, you'll work collaboratively with students from other majors to address a challenge faced by a local business or organization. You'll work together as a team to investigate and analyze the challenge or problem before presenting a solution to company representatives.

## Admission requirements

### Applicants educated in Canada

Applicants must demonstrate [English language proficiency](#) and meet all of the following requirements or equivalent:

- at least 50% in Math 30-1 or Math 30-2, and
- at least 50% in English Language Arts 30-1 or 60% in English Language Arts 30-2.

SAIT accepts [high school course equivalents](#) for admission for applicants educated outside Alberta.

### 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

### 2024/25 tuition and fees

The following costs are effective as of July 1, 2024.

#### Domestic Students

| Year               | Number of semesters | Tuition fees | Additional fees | Total per year  |
|--------------------|---------------------|--------------|-----------------|-----------------|
| 1                  | 2                   | \$5,910      | \$1,608         | \$7,518         |
| 2                  | 2                   | \$5,910      | \$1,608         | \$7,518         |
| <b>Total cost:</b> |                     |              |                 | <b>\$15,036</b> |

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

#### International Students

| Year               | Number of semesters | Tuition fees | Additional fees | Total per year  |
|--------------------|---------------------|--------------|-----------------|-----------------|
| 1                  | 2                   | \$19,500     | \$1,608         | \$21,108        |
| 2                  | 2                   | \$19,500     | \$1,608         | \$21,108        |
| <b>Total cost:</b> |                     |              |                 | <b>\$42,216</b> |

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 standard hardware and software requirements. See the specific requirements on our [computers and laptops page](#).

Find your booklist on the [SAIT Bookstore's](#) website. The booklist will be available close to your start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required for that term.