

Commerce & Marketing Co-op Diploma



COMMERCE & MARKETING CO-OP DIPLOMA



Program Description

This 2-year diploma program focuses on the fundamental principles of business and gives graduates hands-on skills to gain employment in the commerce and marketing sector. The program incorporates current business concepts and real-life examples to illustrate a global view of the corporate commerce and marketing environment.

Program Sequence

SEMESTER 1 (4 months)	
Term 1: 2 months	
BUS101	Cross-Cultural Communication
BUS107	Business Correspondence
BUS109	Workplace Preparation
Term 2: 2 months	
BUS102	Interpersonal Skills for the Workplace
BUS103	Marketing Essentials
BUS106	Customer Service Skills

2 week break

SEMESTER 2 (5 months)	
BUS122	Co-op Placement

2 week break

* course schedule is subject to change without notice

Highlights



EXPERT TRAINING

Small class sizes give students opportunity for mentorship and individualized career-focused attention by top industry leaders.



100% GUARANTEED PAID CO-OP

100% guaranteed paid work experience.

Canadian Professional Sales Association

- The Certified Sales Professional (CSP) designation is the North American standard for sales excellence. Members include senior executives, entrepreneurs, sales managers, sales representatives and sales agents.
- More and more often, hiring managers are asking for the CSP designation and the standards it represents. Having it tells hiring managers that students are competent, ethical, and consultative sales professionals.



Canadian Professional
Sales Association

Co-op

The Co-op is an integral component of this program that will provide students with an opportunity to integrate academic studies with related employment experience. Students will experience real-world business practices and return to the classroom with new perspectives gained from their employment. Graduates will be able to perform multifaceted business functions such as project management, business analysis, accounting, sales, teamwork, and research to support the marketing activities of an organization.



Nearly **33%** of Co-op graduates are likely to be **HIRED** by their Co-op employer after graduation.

Source: ubc.ca

REAL EXPERIENCE! REAL RESULTS!



DEVELOP CAREER SKILLS

Co-op provides on-the-job training in high demand occupations.



GRADUATE WITH CONFIDENCE BE WORK-READY

Graduates leave prepared with the practical job-ready skills that today's employers are looking for.

Career Opportunities

- Technical Sales Representative
- Advertising Assistant
- Sales Planning Manager
- Marketing Coordinator
- Digital Marketing Manager
- Product Manager

Salary and Job Outlook

Average Salary Per Year

Technical Sales Representative	\$40,613
Marketing Coordinator	\$40,662
Advertising Assistant	\$36,153
Digital Marketing Manager	\$62,927

Source: [payscale.com](https://www.payscale.com) | Vancouver, BC Salary

Job Outlook in BC

Occupations	Job Openings to 2024	Median Wage Rate
Managers in Advertising & Marketing (NOC 0124)	3,300	\$34.62
Professionals in Advertising & Marketing (NOC 1123)	3,240	\$25.00

Source: BC 2024 Labour Market Outlook



Business, Finance, Administration and Management occupations play **SIGNIFICANT ROLES** in every organization in B.C.

Source: BC 2024 Labour Market Outlook

English Admission Requirement

- IELTS 5.5 or
- Completion of VanWest Level 7 or EAP 300 with a final grade of 75% or above or
- VanWest English Placement Test: Level 8

Academic Admission Requirement

- High School Diploma (Grade 12) or
- General Education Development (GED) or
- Mature Student Status

Program Length

- 22 months
(Academic Study 12 months + Co-op 10 months)

Credential Upon Graduation

- Commerce & Marketing Co-op Diploma
- Professional Sales Certificate issued by the Canadian Professional Sales Association

Graduates will have the ability to:

- Apply classroom learning to guaranteed paid co-op positions
- Develop social media marketing initiatives designed to meet business objectives
- Analyze the relationship between strategic decision making and corporate financing decisions
- Develop teamwork, interpersonal, problem solving, and leadership skills in a face-to-face setting
- Demonstrate understanding, development and knowledge of business methodologies
- Demonstrate communication skills required to develop constructive relationships in diverse workplaces



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