

# Course List

Term

Campus

Location

2024DPAL FULL

MOOSE JAW

MOOSE JAW BOOKSTORE

## PROGRAM

MKTG - MARKETING

<b>COURSE:</b>	ADMN 206	LEADERSHIP DEVELOPMENT	<b>COMMENT:</b>	LEADERSHIP DEVELOPMENT	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
NORTHOUSE / INTRODUCTION TO LEADERSHIP			LL / / 6	Required	\$143.95

<b>COURSE:</b>	ADMN 209	ORGANIZATIONAL CHANGE	<b>COMMENT:</b>	ORGANIZATIONAL CHANGE	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
PALMER / MANAGING ORGANIZATIONAL CHANGE WITH CONNECT			NO / / 4	Required	\$129.95

<b>COURSE:</b>	ADMN 224	ENTREPRENEURSHIP	<b>COMMENT:</b>	ENTREPRENEURSHIP	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
INFORMATION / NO MATERIALS REQUIRED			NO / /	Required	\$0.00

<b>COURSE:</b>	ADMN 255	CONFLICT MANAGEMENT	<b>COMMENT:</b>	CONFLICT MANAGEMENT	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
GRIFFITH / CONFLICT SURVIVAL KIT			PA / 13 / 2	Required	\$165.00

<b>COURSE:</b>	MKTG 218	MARKETING MANAGEMENT	<b>COMMENT:</b>	MARKETING MANAGEMENT	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
INFO / SEE INSTRUCTOR FOR DETAILS			NO / /	Required	\$0.00

<b>COURSE:</b>	MKTG 219	MARKETING STRATEGY	<b>COMMENT:</b>	MARKETING STRATEGY	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
INFO / SEE INSTRUCTOR FOR DETAILS			NO / /	Required	\$0.00

<b>COURSE:</b>	MKTG 220	ADVERTISING AND MARKETING COMMUNICATIONS	<b>COMMENT:</b>	ADVERTISING AND MARKETING COMMUNICATIONS	
<b>LEVEL</b>	SEM 4	<b>INSTRUCTOR</b>	STIRTON, HOLLY		
<b>Description</b>			<b>BD/CP/ED</b>	<b>Req/Rec/Opt</b>	<b>New</b>
INFORMATION / TEXTBOOK IN DIGITAL FORMAT ONLY			NO / /	Required	\$0.00

\* Prices listed are estimates, and are subject to change without notice.

COURSE:		MKTG 222 ADVERTISING AND PROMOTION		COMMENT:		ADVERTISING AND PROMOTION	
<u>LEVEL</u>	SEM 4	<u>INSTRUCTOR</u>	STIRTON, HOLLY				
<u>Description</u>				<u>BD/CP/ED</u>	<u>Req/Rec/Opt</u>	<u>New</u>	
TUCKWELL / CANADIAN ADVERTISING IN ACTION				NO / / 11	Required		\$176.00

COURSE:		MKTG 227 DIGITAL MEDIA		COMMENT:		DIGITAL MEDIA	
<u>LEVEL</u>	SEM 4	<u>INSTRUCTOR</u>	STIRTON, HOLLY				
<u>Description</u>				<u>BD/CP/ED</u>	<u>Req/Rec/Opt</u>	<u>New</u>	
ZAHAY / SOCIAL MEDIA MARKETING A STRATEGIC APPROACH				NO / / 3	Optional		\$135.95

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