

Course List	<u>Term</u> FULLTIME	<u>Campus</u> MOOSE JAW	<u>Location</u> MOOSE JAW CSTORE
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PROGRAM

DMKTG - MARKETING

COURSE:	IPSK 202 PRESENTATION AND FACILITATION SKILLS	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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INFORMATION / NO MATERIALS REQUIRED

NO / / Required

COURSE:	MGMT 214 PROJECT MANAGEMENT	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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INFORMATION / NO MATERIALS REQUIRED

NO / / Required

COURSE:	MKTG 230 DIGITAL CONTENT CREATION 1	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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INFORMATION / SEE INSTRUCTOR FOR DETAILS

NO / / Required

COURSE:	MKTG 231 CUSTOMER REALTIONSHIP MANAGEMENT AND RELATIONSHIP SELLING	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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AGNIHOTRI, KRUSH, FURELL, ROURKE / ABC'S OF
RELATIONSHIP SELLING THROUGH SERVICE - 2026

PA / 26 / Required

COURSE:	MKTG 232 MARKETING RESEARCH AND DATA ANALYTICS	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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BURNS / MARKETING RESEARCH E-TEXT

DC / / 10 Required

COURSE:	MKTG 244 BRANDING	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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INFORMATION / NO MATERIALS REQUIRED

NO / / Required

COURSE:	MKTG 245 MARKETING COMMUNICATIONS FOUNDATIONS	COMMENT:
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LEVEL	FALL	INSTRUCTOR	STIRTON, HOLLY
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Description		BD/CP/ED	Req/Rec/Opt
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GUOLLA / ADVERTISING AND PROMOTION AN IMC
PERSPECTIVE 8E CONNECT W/SMARTBOOK 360 DAYS

DC / 26 / Required