



MEDICINE HAT
COLLEGE

Name: _____

ID#: _____

Date Created: _____

Date Revised: _____

Program Completion Date: _____

PROGRAM PLANNING GUIDE 2025-2026

Marketing and Design Post-diploma

Certificate

The purpose of this program-planning guide is to help students track their progress within their chosen program. The information in this planning guide is accurate at the time of printing and is subject to change without notice. It is the students' responsibility to ensure the accuracy of their program and course choice. Students should use the program-planning guide dated the year in which they began the program. This guide should be used in conjunction with the official version of the Medicine Hat College Calendar, and calendars of appropriate transfer institutions, which are the final authorities regarding program requirements.

FALL SEMESTER			WINTER SEMESTER		
COURSE	TERM	GRADE	COURSE	TERM	GRADE
AREL 329 [4 credits] (lecture/lab) Web Design Fundamentals (Web Design I) Prerequisite: ARFN 211 or MKTG 251			AREL 429 [4 credits] (lecture) UI/UX Prerequisite: ARFN 211 or MKTG 251		
MGMT 150 [3 credits] (lecture) Strategic Communication			MKTG 345 [3 credits] (lecture) Managing Marketing Relationships Prerequisite: MKTG 171		
MKTG 171 [3 credits] (lecture) Introduction to Marketing			MKTG 355 [3 credits] (lecture) Creating Brand Intelligence Prerequisite: MKTG 171 or ARDE 333		
MKTG 325 [3 credits] (lecture) Evidence Based Marketing Prerequisite: MKTG 171			SEMM 271 [3 credits] (lecture) Digital Marketing Prerequisites: MKTG 171 or SEMM 171		
MKTG 251 [3 credits] (lecture/lab) Digital Design for Marketing Co-requisite: MKTG 171			MKTG 290 [3 credits](practicum) Community Service Project		

GRADUATION REQUIREMENTS:

To successfully complete the program students must

- Complete all required courses and attain a minimum GPA of 2.0

For more information or assistance with your program, please contact
Academic Advising at 403-529-3819
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