

Description: The Tourism Marketing Citation is geared to those interested in pursuing a career in sales and marketing. The program is suited for those currently working within an entry level or coordinator position in this field or for someone looking to increase their professional knowledge.

*Note: This program works in conjunction with the Destination Resort Management Co-op Diploma therefore space is limited.

REQUIRED COURSES		
CMNS 154	Communications in Tourism & Outdoor Recreation	3.0 credits
REC149	Computer Applications for Tourism & Outdoor Recreation	3.0 credits
TOUR 112	Tourism Marketing	3.0 credits
TOUR212	Sales & Promotions Management for Tourism	3.0 credits
TOUR	Entrepreneurship in Tourism (<i>in development</i>)	3.0 credits
TOUR 154	Marketing & Public Relations for Events	3.0 credits
	TOTAL CREDITS	18 credits

*TOUR 112 is a pre-requisite for TOUR 212

- Courses are scheduled during the daytime and are usually twice a week with the exception of Entrepreneurship, which is condensed into a two-three week format.
- Students may complete the program in one or two years.
- This program ladders into the Destination Resort Management Co-op Diploma
- This certificate is not eligible to be used in conjunction with the Tourism Operations Certificate.

Acceptance Requirements:

- BC High School Diploma or Equivalent. English 11 C+ and Math 11 C or Applications of Math 12 B
- Apply online at www.capilanou.ca selecting Tourism Marketing Citation as your choice of program and email a letter of intent & resume to be reviewed for final acceptance to drmco-op@capilanou.ca