

BETTER JOBS ONTARIO: COST BREAKDOWN ESTIMATE & SESSIONAL DATES

Program: Brand Management (BMK - SY)
Credential: Ontario College Graduate Certificate
Campus: Seneca@York
Address: 70 The Pond Road Toronto, ON M3J 3M6
Program Length: 2 Terms (1 Year)
Start Date: 9/5/2023

Term Dates:

TERM	START	STOP	BREAKS	Hours/ Week
Fall 2023	Sept 5, 2023	Dec 13, 2023	Oct 23, 2023 - Oct 27, 2023	20
Winter 2024	Jan 8, 2024	Apr 19, 2024	Feb 26, 2024 - Mar 1, 2024	18

NOTE

The above dates represent the best information available on the academic schedule at the time of issuing. The College reserves the right to make changes as required. Should changes occur, the revised critical dates will be forwarded to Seneca students.

Total Cost Estimates:

Tuition Fees	\$4,535.34
Books and Supplies	\$1,534.00

NOTE

Book and Supply Costs are approximate and do not include transportation, field trip or work integrated learning fees. Fees are subject to change.

As a Better Jobs Ontario applicant, you are expected to make a \$500.00 non-refundable deposit towards your tuition by the due date that appears on your online Student Center. You must pay the remainder of your tuition fees in full by the first day of classes or a \$150.00 late fee will be added to your fees. If your \$500.00 deposit is not received, you will lose your seat in the program.

Notification of withdrawal must be directed to the Registrar's Office in writing (by *regular* mail or in person) in order to be eligible for appropriate fees refund where applicable. Withdrawal from the College before the tenth day of scheduled classes will result in a refund of full tuition fees paid, less \$500.00. If withdrawal occurs after the tenth day of scheduled classes, no tuition fees from that term will be refunded. Fees collected for future terms will be refunded.

Tuition Fee Policy: <https://www.senecacollege.ca/about/policies/tuition-fee-and-refund-policy.html>

Tuition Fees breakdown: <https://www.senecacollege.ca/registrar/fees.html>

Books and Supplies breakdown: <https://www.senecacollege.ca/registrar/fees.html>

Employment Opportunities:

Brand Management is one of the major factors in any company's success. As a graduate from Seneca's Brand Management program, you'll be prepared for a wide range of rewarding careers. Positions of employment may include: assistant brand/product managers, brand consultants, brand strategists and assistant marketing manager in the growing service and product sectors. You may also find your career on the product and service side of business and marketing.

For further information, please contact our Student Recruitment Department at Student.Recruitment@senecacollege.ca.

Work Integrated Learning: Optional Work Term (WIL) Students meeting all academic requirements may have the opportunity to complete an optional work term(s) in a formal work environment. The work term(s) is similar in length to an academic semester and typically involves full-time work hours that may be paid or unpaid. In programs with limited work term opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional work term stream regardless of success in securing a work position.

All Work-Integrated Learning programs are charged an additional, non-refundable, administrative fee of \$495.00. This fee is charged in the term in which the first Work Term Preparation course is scheduled, at the rate of \$495.00 per work term.

If you are approved for Better Jobs Ontario Funding, you will be required to submit a signed copy of your contract to the Admissions Office.