

MANAGING GROWTH (MGTH)

This microcredential is currently under review. Please visit this page again soon for the latest updates and availability information. Thank you for your interest.

Every organization has its own perspective and that is very important. However, it is equally important to convert that perspective into a vision and to articulate and communicate that vision to all the stakeholders in an organization.

This process of converting organizational perspective into a vision that can be effectively communicated involves understanding and analyzing the environment in which organizations operate in, developing a clear business strategy based on that analysis, and crafting a strong marketing plan in order to the execution of that strategy.

This program aims at equipping the participants with understanding and application of data analysis tools, using the tools like environmental scan to understand the strategies adopted by organizations adopt and build a marketing plan that is in sync with the overall vision of the organization.

Admissions

OSSD or Mature Student Status

If you are interested in completing the entire certificate program, please click here (<https://cambriancollege.ca/certificate-programs-sign-up/>) to sign up prior to registering for your courses. See Program of Study or Course Delivery tabs to register for individual courses.

Certificate Requirements

In order to obtain the Certificate of Completion, the following courses must be completed:

Code	Title	Credits
MOG 1007	Data Analysis Using Excel	3
MOG 1016	Marketing Strategy	3
MOG 1018	Business Strategy	3

Course Delivery

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Contacts

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