

NEW CHAIR FOR LAURIER

ADDS CENTRE FOR BRAND EDUCATION

Wilfrid Laurier University recently announced the creation of Canada's first chair in Brand Communication. Forty-five leading Canadian brands and brand marketing professionals have invested \$1.9 million to establish Laurier as a national centre for brand education.

Marketing communications and marketing research expert Dr. Brad Davis has been appointed as the inaugural chair.

"I think one of the areas that we have always been a little novel in pioneering some new formats. We also have very much of a focus around practicality. We integrate things more, hopefully, along the lines they're going to experience in the workplace," says Davis.

Flexibility is key. The Laurier MBA degree is offered in six formats, providing you with options that best suit your professional goals and your schedule.

One example is Laurier's MBA with the Certified Financial Analyst (CFA) option, which allows students to com-

SCHOOL FORMATS

Toronto MBA formats:

MBA weekends — For those looking to balance work, family and study; MBA with CMA — Complete your degree and designation simultaneously; MBA with CFA® Study Option — Complete your CFA® examinations while obtaining an MBA.

Waterloo MBA Formats:

Full-time MBA — Intensive one-year, full-content program; Co-op MBA — Two co-op work terms; Part-time evenings — Makes it easy to continue working full time.

plete both their MBA degree and their Level I and Level II CFA exams concurrently. The program boasts a successful track record: Results from the 2011 Level II CFA exam show the pass rate among students from Laurier's part-time Toronto program was 88 per cent.

Laurier has also pioneered the weekend format with its Toronto MBA program that runs Friday evenings and Saturdays.

"It's a full-time program, it's not executive. You get the full-blown MBA, but it caters more to the downtown executive," explains Davis.