



**PUBLICATION DATES:**  
 March 17, 2017  
 November 7, 2017

**GET INVOLVED BY:**  
 February 24, 2017  
 October 17, 2017

**MATERIAL DUE:**  
 March 3, 2017  
 October 24, 2017

---

**RATES:**  
 NEWSPAPER CONTRACT RATES APPLY

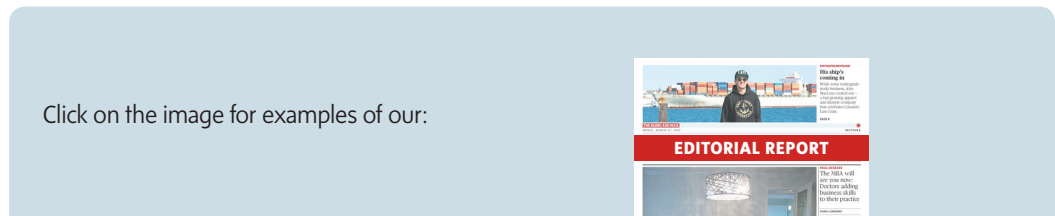
# BUSINESS EDUCATION

Canadian universities and colleges continue to enhance the scope of post-secondary business education. Whether it's part-time, full-time, MBA, EMBA, diploma or certification, there is something for all educational objectives. These editorial Reports on Business Education will examine the academic trends, with an eye on assisting students as they select the program most beneficial to their career goals.

## TENTATIVE TOPICS INCLUDE:

- › Niche and specialty MBA programs
- › Programs available through colleges
- › A look at offerings with an international focus
- › The latest in thought leadership and research from business schools
- › University vs. College – making the choice
- › The growth of online learning
- › Profiles of students in undergraduate, post-graduate and college programs

For additional information, please contact **ANDREA D'ANDRADE**, Manager Special Reports,  
 New Product Development [adandrade@globeandmail.com](mailto:adandrade@globeandmail.com)



## REACH YOUR MARKET\*

**THE GLOBE NEWSPAPER  
 CONNECTS YOU TO  
 1.2 MILLION ADULT 18+  
 READERS EVERY WEEKDAY\***

**931,000** weekday print readers feel it's important to continue learning new things

**402,000** want to get to the very top in their careers

Formal Education is important to Globe readers, who are twice as likely to obtain University certificates above a Bachelor level than average Canadian adults

**486,000** weekday print readers have already obtained a Bachelor Degree (index 148)

Source: Vividata Q2 2016 A18+ National (M-F Print Readers)