

- Curriculum Planner -
B108 - Business Administration: Marketing
Start Date: 2021 – 2022

SEMESTER 1

Course Code	Courses (Mandatory)	Pre-requisite
BUS 1038	Business Concepts I	NONE
COMM 1007	College English	NONE
COMP 1010	Business Computer Applications I	NONE
MARK 1046	Marketing Today	NONE
MARK 1020	Principles of Marketing I	NONE
MATH 1008	Math for Business & Management I	NONE

SEMESTER 3

Course Code	Courses (Mandatory)	Pre-requisite
CMMK 2034	Advanced Communication for Marketers	COMM 1034
ECON 1034	Introduction to Economics	NONE
MARK 1055	Integrated Marketing Communication (IMC 1)	MARK 2049
MARK 2007	Marketing Research	MARK 2049 & Co-requisite STAT 1012
STAT 1012	Business Statistics	MATH 1131
Select One General Education Elective		

SEMESTER 5

Course Code	Courses (Mandatory)	Pre-requisite
HRM 1008	Fundamentals of Human Resources	NONE
MARK 2054	Consumer Behaviour for Marketing	MARK 2049
BUS 1040	Project Management	None
MARK 2063	Advertising & Media Campaign Development (IMC 2)	MARK 1055
Select Two Business Electives		

SEMESTER 2

Course Code	Courses (Mandatory)	Pre-requisite
ACCT 1036	Principles of Accounting	NONE
GHUM 1087	Successful Social Relations	NONE
COMM 1034	Professional Communication I	COMM 1007
COMP 1115	Business Computer Applications II	COMP 1010
MARK 2049	Principles of Marketing II	MARK 1020
MATH 1131	Mathematical Analysis for Marketers	MATH 1008

Select One General Education Elective

SEMESTER 4

Course Code	Courses (Mandatory)	Pre-requisite
MARK 1002	Professional Selling	MARK 1020
MARK 2033	Database Marketing I	MARK 2049
BUS 1056	Business Presentation Skills	COMM 1007
MARK 2069	Digital Marketing I	MARK 2049
MARK 2065	Career Planning for Marketing	NONE
PSY 1129	Organizational Behaviour	NONE

Select One General Education Elective

SEMESTER 6

Course Code	Courses (Mandatory)	Pre-requisite
MARK 2079	Digital Marketing II	MARK 2069
MARK 2020	International Marketing	MARK 2049
MARK 3017	Strategic Marketing Management	MARK 2033 & MARK 2063

Select Three Business Electives

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In order to graduate from the **B108 program**, you need to complete **38 courses**: **29** Mandatory courses, **5** Business Electives, **1** Mandatory General Education course and **3** General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH 1027 (Business Math with Remediation) before progressing to MATH 1008. COMM 1003/CESL 1003 and MATH 1027 **do not** count towards the 38 courses required for graduation, and **you will be charged for these extra courses**. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester Two, Three, Four): You must complete **4** General Education courses. **1** mandatory (“Successful Social Relations” - GHUM 1087) and **3** chosen from at least **2** of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these courses during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the continuing education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

Business Electives (Semester Five and Six):

Course Codes	Business Electives	Pre-requisites
ACCT 2031	Managerial Accounting	ACCT 1036
BUS 1044	Business Law	NONE
BUS 1067	Field Education	By application only – Please contact the Business office
CMMK 1114	Business Research & Report Writing	COMM 1034
CMMK 1127	The Business Media in Canada	COMM 1034
CMMK 1156	Talking Business	COMM 1034
CMMK 1120	PR and Corporate Communications	COMM 1034
MARK 2028	Marketing Financial Services	MARK 1020
MARK 2053	Negotiation Skills	NONE
MARK 2061	Applied Marketing Research	MARK 2007 & STAT 1012
MARK 3007	Services Marketing	MARK 2049
MARK 3018	Marketing on the Web	None
MARK 3032	Advanced Sales Skills	MARK 1002 and by interview only
MARK 3016	Not for Profit Sector Marketing	MARK 2049

Course Codes	Business Electives	Pre-requisites
MARK 3029	Case Based Approach to Marketing Strategy	Successful Completion of Semester 3, 3.0 GPA, by interview only
MARK 3031	Sustainable Marketing	
MGMT 1034	Retail Marketing	MARK 1020
MGMT 2037	Retail Management	MARK 1020
MGMT 3013	Shopper Research	MARK 1020