

**- Curriculum Planner -  
B120 - Business Marketing  
Start Date: 2022 – 2023**

<b>SEMESTER 1</b>		
<b>Course Code</b>	<b>Courses (Mandatory)</b>	<b>Pre-requisite</b>
BUS 1038	Business Concepts I	<b>NONE</b>
COMM 1007	College English	<b>NONE</b>
COMP 1010	Business Computer Applications I	<b>NONE</b>
MARK 1046	Marketing Today	<b>NONE</b>
MARK 1020	Principles of Marketing I	<b>NONE</b>
MATH 1008	Math for Business & Management I	<b>NONE</b>

<b>SEMESTER 2</b>		
<b>Course Code</b>	<b>Courses (Mandatory)</b>	<b>Pre-requisite</b>
ACCT 1036	Principles of Accounting	<b>NONE</b>
CMMK 1087	Human Skills	<b>NONE</b>
COMM 1034	Professional Communication I	<b>COMM 1007</b>
COMP 1115	Business Computer Applications II	<b>COMP 1010</b>
MARK 2049	Principles of Marketing II	<b>MARK 1020 &amp; MARK 1046</b>
MATH 1131	Mathematical Analysis for Marketers	<b>MATH 1008</b>

**Select One General Education Elective**

<b>SEMESTER 3</b>		
<b>Course Code</b>	<b>Courses (Mandatory)</b>	<b>Pre-requisite</b>
CMMK 2034	Advanced Communication for Marketers	<b>COMM 1034</b>
ECON 1034	Introduction to Economics	<b>NONE</b>
MARK 1055	Integrated Marketing Communication (IMC 1)	<b>MARK 2049</b>
MARK 2007	Marketing Research	<b>MARK 2049 &amp; Co- requisite STAT 1012</b>
STAT 1012	Business Statistics	<b>MATH 1131</b>
PSY 1129	Organizational Behaviour	<b>NONE</b>

**Select One General Education Elective**

<b>SEMESTER 4</b>		
<b>Course Code</b>	<b>Courses (Mandatory)</b>	<b>Pre-requisite</b>
MARK 1002	Professional Selling	<b>MARK 1020</b>
MARK 2033	Database Marketing I	<b>MARK 2049</b>
BUS 1056	Business Presentation Skills	<b>COMM 1007</b>
MARK 2069	Digital Marketing I	<b>MARK 2049</b>
MARK 2065	Career Planning for Marketing	<b>NONE</b>

**Select One Business Elective or Field Education Course**

**Select One General Education Elective**

**- Curriculum Planner -  
B120 - Business Marketing  
Start Date: 2022 – 2023**

In order to graduate from the **B120 program**, you need to complete **27 courses**: **23** Mandatory courses, **1** Business Elective or Field Education Course, and **3** General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1000 (Introduction to College Communication) before progressing to COMM 1007. Similarly, you may be required to take MATH 1027 (Business Math with Remediation) before progressing to MATH 1008. COMM 1000 and MATH 1027 **do not** count towards the 27 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, and Four):** You must complete **3** General Education courses 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. 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 4):**

Course Codes	Business Electives	Pre-requisites
ACCT 2031	Managerial Accounting	<b>ACCT 1036</b>
BUS 1044	Business Law	<b>NONE</b>
BUS 1067	Field Education	<b>By application only – please contact the Business Office</b>
CMMK 1114	Business Research & Report Writing	<b>COMM 1034</b>
CMMK 1127	The Business Media in Canada	<b>COMM 1034</b>
CMMK 1156	Talking Business	<b>COMM 1034</b>
CMMK 1120	PR and Corporate Communications	<b>COMM 1034</b>
MARK 2028	Marketing Financial Services	<b>MARK 1020</b>
MARK 2053	Negotiation Skills	<b>NONE</b>
MARK 2061	Applied Marketing Research	<b>MARK 2007 &amp; STAT 1012</b>
MARK 2063	Advertising & Media Campaign Development (IMC 2)	<b>MARK 1055</b>
MARK 3032	Advanced Sales Skills	<b>MARK1002 and by interview only</b>

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