

**- Curriculum Planner -
B120 - Business Marketing
Start Date: 2023 – 2024**

SEMESTER 1		
Course Code	Courses (Mandatory)	Pre-requisite
BUS 1038	Business Concepts I	NONE
COMM 2000	Communicating Across Contexts	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 2		
Course Code	Courses (Mandatory)	Pre-requisite
ACCT 1036	Principles of Accounting	NONE
CMMK 1087	Human Skills	NONE
COMM 1034	Professional Communication I	COMM 2000
COMP 1115	Business Computer Applications II	COMP 1010
MARK 2049	Principles of Marketing II	MARK 1020 & MARK 1046
MATH 1131	Mathematical Analysis for Marketers	MATH 1008
Select One General Education Elective		

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 & MATH 1131
STAT 1012	Business Statistics	MATH 1131
PSY 1129	Organizational Behaviour	NONE
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 2000
MARK 2069	Digital Marketing I	MARK 2049
MARK 2065	Career Planning for Marketing	MARK 2049
Select One General Education Elective		

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In order to graduate from the **B120 program**, you need to complete **26 courses**: **23** Mandatory courses, 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 2000. 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 26 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.