In order to graduate, you need to complete the following **13** Mandatory courses and **1** Work Experience Term.

### SEMESTER 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Courses (Mandatory)</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>COMP 1192</td>
<td>Computer Applications for Database Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>FIN 4024</td>
<td>Canadian Investments I</td>
<td>NONE</td>
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<tr>
<td>MARK 1024</td>
<td>Marketing Seminar Series</td>
<td>NONE</td>
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<tr>
<td>MARK 1027</td>
<td>Marketing Management</td>
<td>NONE</td>
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<tr>
<td>MARK 2037</td>
<td>Database Marketing Strategies</td>
<td>NONE</td>
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<tr>
<td>MARK 4005</td>
<td>Applied Business Communications</td>
<td>NONE</td>
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<tr>
<td>BUS 4000</td>
<td>Work Experience Prep Course</td>
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**Work Experience Term**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Courses (Mandatory)</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>COOP 4002 or INTN 4002</td>
<td>Work Experience Term</td>
<td>BUS 4000</td>
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### SEMESTER 2

<table>
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<tr>
<td>FIN 4025</td>
<td>Canadian Investments II</td>
<td>NONE</td>
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<tr>
<td>MARK 1031</td>
<td>Principles of Marketing Financial Services</td>
<td>MARK 1027</td>
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<tr>
<td>MARK 1107</td>
<td>Direct and Interactive Marketing</td>
<td>MARK 2037</td>
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<td>MARK 1109</td>
<td>Data Analytics &amp; Data Mining</td>
<td>MARK 2037</td>
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<tr>
<td>MARK 2044</td>
<td>Principles of Marketing Research</td>
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<tr>
<td>MARK 4012</td>
<td>Marketing Metrics</td>
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