

**BUSINESS ADMINISTRATION - MARKETING (BAM) (OPTIONAL CO-OP)
3-YEAR ADVANCED DIPLOMA PROGRAM
EFFECTIVE JANUARY 2015**

January, May, September Semester 1 6 Subjects	January, May, September Semester 2 6 Subjects	January, September Semester 3 6 Subjects	January, May Semester 4 6 Subjects	May Work Term Co-op	September Semester 5 6 Subjects	January Semester 6 5 Subjects
<p>QNM 106 - 4 hrs Mathematics of Finance</p>	<p>ACC 106 - 3 hrs Accounting I</p>	<p>QNM 225 - 3 hrs Quantitative Decision Management for Business <i>Pre-req. QNM 106</i></p>	<p>MRK 428 - 4 hrs Marketing Strategy & Analysis <i>Pre-req. MRK 200</i></p>	<p>CWT 100 Co-op Work Term (co-op option only)</p>	<p>MRK 516 - 4 hrs Financial Analysis for Marketing <i>Pre-req. QNM106 & ACC106</i></p>	<p>MRK 526 - 3 hrs Channel Marketing <i>Pre-req. MRK428</i></p>
<p>MRK 106 - 4 hrs Marketing I</p>	<p>MRK 200 - 4 hrs Marketing II <i>Pre-req. MRK1 06 (grade of "C" or better)</i></p>	<p>MRK 317 - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK 200</i></p>	<p>MRK 455 - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p>		<p>MRK 518 - 4 hrs Interactive Marketing <i>Pre-req. MRK428</i></p>	<p>MRK 620 - 4 hrs Strategic Analysis <i>Pre-req. MRK428</i></p>
<p>BAM 101 - 3 hrs Introduction to Business Administration</p>	<p>MRK 264 - 2 hrs Advanced Computer Applications</p>	<p>MRK 430 - 3 hrs Professional Selling <i>Pre-req. MRK200</i></p>	<p>MRK 260 - 3 hrs Graphic and Web Design <i>Pre-req. MRK 317</i></p>		<p>MRK 519 - 4 hrs Marketing Metrics and Analysis <i>Pre-req. MRK428</i></p>	<p>MRK 644 - 3 hrs Digital Marketing II <i>Pre-req. MRK428</i></p>
<p>MRK 177 - 2 hrs Marketing Skills and Insights</p>	<p>MRK 360 - 3 hrs Applied Business Management <i>Pre-req. MRK106</i></p>	<p>CAP 506 - 2 hrs Career Launching and Portfolio Planning</p>	<p>MRK 460 - 3 hrs Global Marketing <i>Pre-req. MRK 200</i></p>		<p>MRK 561 - 3 hrs Brand Management <i>Pre-req. MRK428</i></p>	<p>MRK 662 - 4 hrs New Product Launch <i>Pre-req. MRK428</i></p>
<p>EAC150 - 3 hrs College English</p>	<p>ECN550 - 3 hrs Economics An Overview</p>	<p>EAC394 - 3 hrs Effective Business Writing <i>Pre-req. EAC150</i></p>	<p>MRK 428 - 4 hrs Marketing Strategy & Analysis <i>Pre-req. MRK 200</i></p>		<p>MRK 634 - 4 hrs Driving Digital Media for Business <i>Pre-req. MRK428</i></p>	<p>MRK 513 - 4 hrs Buyer Behaviour <i>Pre-req. MRK428</i></p>
	<p>XXX XXXX - 3 hrs General Education Option</p>	<p>XXX XXX - 3 hrs General Education Option</p>	<p>CPP 100 - 1 hr Co-op Prof. Theory (co-op option only)</p>		<p>MRK 644 - 3 hrs Digital Marketing II <i>Pre-req. MRK428</i></p>	
			<p>XXX XXX - 3 hrs General Education Option (Literature EACXXX or SESXXX) <i>Pre-req. EAC150</i></p>		<p>CPP 200 - 1 hr Co-op Prof. Practice</p>	

Revised: December 2014

To proceed to semester 5 students should have a GPA of at least 2.5 and must complete all professional subjects in semester 1 to 4 and EAC 394.

A number of specific conditions must be met by students applying for the Co-op option (please contact Co-op Coordinator).