

**BUSINESS ADMINISTRATION - MARKETING (BAM) (OPTIONAL CO-OP)  
3-YEAR ADVANCED DIPLOMA PROGRAM  
Fall 2015 & Onward**

Fall / Winter / Summer Semester 1 6 courses	Winter / Summer/ Fall Semester 2 6 courses	Fall / Winter Semester 3 6 courses	Winter / Summer Semester 4 5 courses	Summer Work Term Co-op	Fall Semester 5 5 courses	Winter Semester 6 5 courses
<p><b>QNM 106</b> - 4 hrs Mathematics of Finance</p>	<p><b>ACC 106</b> - 3 hrs Accounting I</p>	<p><b>QNM 223</b> - 3 hrs Business Statistics Using Excel <i>Pre-req. QNM 106 &amp; MRK264</i></p>	<p><b>MRK 428</b> - 4 hrs Marketing Strategy &amp; Analysis <i>Pre-req. MRK 200</i></p>	<p><b>CWT 100</b> Co-op Work Term (co-op option only)</p>	<p><b>MRK 516</b> - 4 hrs Financial Analysis for Marketing <i>Pre-req. QNM106 &amp; ACC106</i></p>	<p><b>MRK 526</b> - 3 hrs Management of Marketing Channels <i>Pre-req. MRK428</i></p>
<p><b>MRK 106</b> - 4 hrs Marketing I <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>MRK 200</b> - 4 hrs Marketing II <i>Pre-req. MRK106 (grade of "C" or better)</i></p>	<p><b>MRK 455</b> - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p>	<p><b>MRK 620</b> - 4 hrs Strategic Analysis <i>Pre-req. MRK428</i></p>			
<p><b>BAM 101</b> - 3 hrs Introduction to Business Administration <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>MRK 264</b> - 3 hrs Advanced Computer Applications for Marketing</p>	<p><b>MRK 317</b> - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK 200</i></p>	<p><b>MRK 644</b> - 3 hrs Digital Marketing II <i>Pre-req. MRK428</i></p>			
<p><b>MRK 177</b> - 2 hrs Marketing Skills and Insights</p>	<p><b>MRK 360</b> - 3 hrs Applied Business Management <i>Pre-req. MRK106</i></p>	<p><b>MRK 430</b> - 3 hrs Professional Selling <i>Pre-req. MRK200</i></p>	<p><b>MRK 519</b> - 4 hrs Marketing Metrics and Analysis <i>Pre-req. MRK428</i></p>			
<p><b>ISC100</b> - 2 hrs Introduction to Seneca Studies</p>	<p><b>CAP 506</b> - 1 hr Career Launching and Portfolio Planning</p>	<p><b>MRK 260</b> - 3 hrs Graphic and Web Design <i>Pre-req. MRK 317</i></p>	<p><b>MRK 561</b> - 3 hrs Brand Management <i>Pre-req. MRK428</i></p>			
<p><b>EAC150</b> - 3 hrs College English</p>	<p><b>EA594</b> - 3 hrs Business Communication for the Digital Workplace <i>Co-req. EAC150</i></p>	<p><b>MRK 460</b> - 3 hrs Global Marketing <i>Pre-req. MRK 200</i></p>	<p><b>MRK 662</b> - 3 hrs New Product Launch <i>Pre-req. MRK428</i></p>			
<p><b>ECN550</b> - 3 hrs Economics An Overview <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>XXX XXXX</b> - 3 hrs General Education Option <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>CPP 100</b> - 1 hr Co-op Prof. Theory (co-op option only)</p>	<p><b>MRK 634</b> - 4 hrs Driving Digital Media for Business <i>Pre-req. MRK428</i></p>			
		<p><b>XXX XXX</b> - 3 hrs General Education Option <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>CPP 200</b> - 1 hr Co-op Prof. Practice (Co-op option only)</p>	<p><b>MRK 513</b> - 3 hrs Buyer Behaviour <i>Pre-req. MRK428</i></p>		