

**BUSINESS ADMINISTRATION - MARKETING (BAM)
3-YEAR ADVANCED DIPLOMA PROGRAM
Effective Fall 2017**

Fall / Winter / Summer <i>Semester 1</i> 6 courses	Winter / Summer/ Fall <i>Semester 2</i> 6 courses	Fall / Winter <i>Semester 3</i> 6 courses	Winter / Summer <i>Semester 4</i> 5 courses	Summer <i>Work Integrated Learning Term</i>	Fall <i>Semester 5</i> 5 courses	Winter <i>Semester 6</i> 5 courses
<p>QNM 106 - 4 hrs Mathematics of Finance</p>	<p>ACC 106 - 3 hrs Accounting I</p>	<p>QNM 223 - 3 hrs Business Statistics Using Excel <i>Pre-req. QNM 106 & MRK264</i></p>	<p>MRK 428 - 4 hrs Marketing Strategy & Analysis <i>Pre-req. MRK 200</i></p>	<p align="center">BAM331 BAM Co-op (Work Integrated Learning option only)</p>	<p>MRK 516 - 4 hrs Financial Analysis for Marketing <i>Pre-req. QNM106 & ACC106</i></p>	<p>MRK 526 - 3 hrs Management of Marketing Channels <i>Pre-req. MRK428</i></p>
<p>MRK 106 - 4 hrs Marketing I <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>MRK 200 - 4 hrs Marketing II <i>Pre-req. MRK106 (grade of "C" or better)</i></p>	<p>MRK 455 - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p>	<p>MRK 620 - 4 hrs Strategic Analysis <i>Pre-req. MRK428</i></p>			
<p>BAM 101 - 3 hrs Introduction to Business Administration <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>MRK 264 - 3 hrs Advanced Computer Applications for Marketing</p>	<p>MRK 317 - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK 200</i></p>	<p>MRK 260 - 3 hrs Graphic and Web Design <i>Pre-req. MRK 317</i></p>		<p>MRK 518 - 4 hrs Interactive Marketing <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>OBR 250 - 3 hrs Organizational Behaviour <i>Pre-req. BAM101</i></p>	<p>MRK 430 - 3 hrs Professional Selling <i>Pre-req. MRK200</i></p>	<p>MRK 460 - 3 hrs Global Marketing <i>Pre-req. MRK 200</i></p>		<p>MRK 519 - 4 hrs Marketing Metrics and Analysis <i>Pre-req. MRK428</i></p>	<p>MRK 662 - 3 hrs New Product Launch <i>Pre-req. MRK428</i></p>
<p>ISC100 - 2 hrs Introduction to Seneca Studies</p>	<p>CAP 506 - 1 hr Career Launching and Portfolio Planning</p>	<p>MRK 561 - 3 hrs Brand Management <i>Pre-req. MRK428</i></p>	<p>WTP100 - 1 hr Work Term Preparation (Work Integrated Learning option only)</p>		<p>MRK 634 - 4 hrs Driving Digital Media for Business <i>Pre-req. MRK428</i></p>	<p>MRK 513 - 3 hrs Buyer Behaviour <i>Pre-req. MRK428</i></p>
<p>EAC150 - 3 hrs College English</p>	<p>EA594 - 3 hrs Business Communicaiton for the Digital Workplace <i>Co-req. EAC150</i></p>	<p>ECN550 - 3 hrs Economics An Overview <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>XXX XXX - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>			
	<p>XXX XXXX - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>XXX XXX - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>XXX XXX - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>			