

**BUSINESS - MARKETING (BMT)
2-YEAR DIPLOMA PROGRAM
EFFECTIVE Fall 2017**

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
<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 and MRK264</i></p>	<p>MRK 428 - 4 hrs Marketing Strategy & Analysis <i>Pre-req. MRK 200</i></p>
<p>MRK 106 - 4 hrs Marketing I <i>Co-req. EAC149 or</i></p>	<p>MRK 200 - 4 hrs Marketing II <i>Pre-req. MRK106 (grade of "C" or better)</i></p>	<p>MRK 317 - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK200</i></p>	<p>MRK 455 - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p>
<p>BAM 101 - 3 hrs Introduction to Business Administration <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>MRK 264 - 3hrs Advanced Computer Applications for Marketing</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>MRK177- 2 hrs Marketing Skills and Insights</p>	<p>OBR 250 - 3 hrs Organizational Behaviour <i>Pre-req. BAM101</i></p>	<p>CAP 506 - 1 hr Career Launching and Portfolio Planning</p>	<p>MRK 460 - 3 hrs Global Marketing <i>Pre-req. MRK 200</i></p>
<p>ISC100 - 2 hrs Introduction to Seneca Studies</p>	<p>ECN550 - 3 hrs Economics An Overview <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p>EAC594 - 3 hrs Business Communication for the Digital Workplace <i>Pre-req. EAC150</i></p>	<p>XXX XXX - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>
<p>EAC150 - 3 hrs College English</p>	<p>XXX XXXX - 3 hrs General Education Course <i>Co-req. EAC149, EAP500 or EAC150</i></p>	<p>XXX XXX - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	

Date of revision: August 2017