

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

Fall / Winter / Summer <b>Semester 1</b> 6 courses	Winter / Summer/ Fall <b>Semester 2</b> 6 courses	Fall / Winter <b>Semester 3</b> 6 courses	Winter / Summer <b>Semester 4</b> 5 courses	Summer <b>Work Integrated Learning Term</b>	Fall <b>Semester 5</b> 5 courses	Winter <b>Semester 6</b> 5 courses
<p><b>QNM 106</b> - 4 hrs Mathematics of Finance</p> <p><b>MRK 106</b> - 4 hrs Marketing I <i>Co-req. EAC149 or EAP500 or EAC150</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 177</b> - 2 hrs Marketing Skills and Insights</p> <p><b>ISC100</b> - 2 hrs Introduction to Seneca Studies</p> <p><b>EAC150</b> - 3 hrs College English</p>	<p><b>ACC 106</b> - 3 hrs Accounting I</p> <p><b>MRK 200</b> - 4 hrs Marketing II <i>Pre-req. MRK106</i></p> <p><b>MRK 264</b> - 3 hrs Advanced Computer Applications for Marketing</p> <p><b>OBR 250</b> - 3 hrs Organizational Behaviour <i>Pre-req. BAM101</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 Course <i>Co-req. EAC149 or EAP500 or EAC150</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 317</b> - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK 200</i></p> <p><b>MRK 430</b> - 3 hrs Professional Selling <i>Pre-req. MRK200</i></p> <p><b>CAP 506</b> - 1 hr Career Launching and Portfolio Planning</p> <p><b>EA594</b> - 3 hrs Business Communicaiton for the Digital Workplace <i>Co-req. EAC150</i></p> <p><b>XXX XXX</b> - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>MRK 428</b> - 4 hrs Marketing Strategy &amp; Analysis <i>Pre-req. MRK 200</i></p> <p><b>MRK 455</b> - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p> <p><b>MRK 260</b> - 3 hrs Graphic and Web Design <i>Pre-req. MRK 317</i></p> <p><b>MRK 460</b> - 3 hrs Global Marketing <i>Pre-req. MRK 200</i></p> <p><b>WTP100</b> - 1 hr Work Term Preparation (Work Integrated Learning option only)</p> <p><b>XXX XXX</b> - 3 hrs General Education Course <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p align="center"><b>BAM331</b> BAM Co-op (Work Integrated Learning 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 518</b> - 4 hrs Interactive Marketing <i>Pre-req. MRK428</i></p> <p><b>MRK 519</b> - 4 hrs Marketing Metrics and Analysis <i>Pre-req. MRK428</i></p> <p><b>MRK 561</b> - 3 hrs Brand Management <i>Pre-req. MRK428</i></p> <p><b>MRK 634</b> - 4 hrs Driving Digital Media for Business <i>Pre-req. MRK428</i></p>	<p><b>MRK 526</b> - 3 hrs Management of Marketing Channels <i>Pre-req. MRK428</i></p> <p><b>MRK 620</b> - 4 hrs Strategic Analysis <i>Pre-req. MRK428</i></p> <p><b>MRK 644</b> - 3 hrs Digital Marketing II <i>Pre-req. MRK428</i></p> <p><b>MRK 662</b> - 3 hrs New Product Launch <i>Pre-req. MRK428</i></p> <p><b>MRK 513</b> - 3 hrs Buyer Behaviour <i>Pre-req. MRK428</i></p>