

**BUSINESS ADMINISTRATION - MARKETING (BAM) (OPTIONAL CO-OP)  
3-YEAR ADVANCED DIPLOMA PROGRAM  
Effective Fall 2018**

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 Term</b> Co-op	Fall <b>Semester 5</b> 5 courses	Winter <b>Semester 6</b> 5 courses
<p><b>MBF101 - 3 hrs</b> Mathematics of Business and Finance <b>Or</b> <b>MBF100 - 4 hrs</b> Mathematics of Business and</p>	<p><b>ACC 106 - 3 hrs</b> Accounting I</p> <p><b>MRK 200 - 4 hrs</b> Marketing II <i>Pre-req. MRK106 (grade of "C" or better)</i></p>	<p><b>QNM 223 - 3 hrs</b> Business Statistics Using Excel <i>Pre-req. QNM 106 &amp; MRK264</i></p> <p><b>MRK 317 - 4 hrs</b> Integr. Marketing Communications <i>Pre-req. MRK 200</i></p>	<p><b>MRK 428 - 4 hrs</b> Marketing Strategy &amp; Analysis <i>Pre-req. MRK 200</i></p> <p><b>MRK 455 - 3 hrs</b> Applied Marketing Research <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 - 4 hrs</b> Financial Analysis for Marketing <i>Pre-req. QNM106 &amp; ACC106</i></p> <p><b>MRK 518 - 4 hrs</b> Interactive Marketing <i>Pre-req. MRK428</i></p>	<p><b>MRK 526 - 3 hrs</b> Management of Marketing Channels <i>Pre-req. MRK428</i></p> <p><b>MRK 620 - 4 hrs</b> Strategic Analysis <i>Pre-req. MRK428</i></p>
<p><b>MRK 106 - 4 hrs</b> Marketing I <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>MRK 264 - 3 hrs</b> Advanced Computer Applications for Marketing</p>	<p><b>MRK 430 - 3 hrs</b> Professional Selling <i>Pre-req. MRK200</i></p>	<p><b>MRK 260 - 3 hrs</b> Graphic and Web Design <i>Pre-req. MRK 317</i></p>		<p><b>MRK 519 - 4 hrs</b> Marketing Metrics and Analysis <i>Pre-req. MRK428</i></p>	<p><b>MRK 644 - 3 hrs</b> Digital Marketing II <i>Pre-req. MRK428</i></p>
<p><b>BAM 101 - 3 hrs</b> Introduction to Business Administration <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>OBR 250- 3 hrs</b> Organizational Behaviour <i>Pre-req. BAM101</i></p>	<p><b>CAP 506 - 1 hr</b> Career Launching and Portfolio Planning</p>	<p><b>MRK 460 - 3 hrs</b> Global Marketing <i>Pre-req. MRK 200</i></p>		<p><b>MRK 561 - 3 hrs</b> Brand Management <i>Pre-req. MRK428</i></p>	<p><b>MRK 662- 3 hrs</b> New Product Launch <i>Pre-req. MRK428</i></p>
<p><b>MRK 177- 2 hrs</b> Marketing Skills and Insights</p>			<p><b>CPP 100 - 1 hr</b> Co-op Prof. Theory (co-op option only)</p>		<p><b>MRK 634 - 4 hrs</b> Driving Digital Media for Business <i>Pre-req. MRK428</i></p>	<p><b>MRK 513 - 3 hrs</b> Buyer Behaviour <i>Pre-req. MRK428</i></p>
<p><b>ISC100 - 2 hrs</b> Introduction to Seneca Studies</p>	<p><b>ECN550 - 3 hrs</b> Economics An Overview <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>EA594 - 3 hrs</b> Business Communicaiton for the Digital Workplace <i>Co-req. EAC150</i></p>	<p><b>XXX XXX - 3 hrs</b> General Education Option <i>Co-req. EAC149 or EAP500 or EAC150</i></p>		<p><b>CPP 200 - 1 hr</b> Co-op Prof. Practice (Co-op option only)</p>	
<p><b>COM101- 3 hrs</b> Communications across Contexts</p>	<p><b>XXX XXXX - 3 hrs</b> General Education Option <i>Co-req. EAC149 or EAP500 or EAC150</i></p>	<p><b>XXX XXX - 3 hrs</b> General Education Option <i>Co-req. EAC149 or EAP500 or EAC150</i></p>				