

**BUSINESS - MARKETING (BMT)  
2-YEAR 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
<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>QNM 223 - 3 hrs</b> Business Statistics Using Excel <i>Pre-req. QNM 106 and MRK264</i></p>	<p><b>MRK 428 - 4 hrs</b> Marketing Strategy &amp; Analysis <i>Pre-req. MRK 200</i></p>
<p><b>MRK 106 - 4 hrs</b> Marketing I <i>Co-req. EAC149 or</i></p>	<p><b>MRK 200 - 4 hrs</b> Marketing II <i>Pre-req. MRK106</i></p>	<p><b>MRK 317 - 4 hrs</b> Integr. Marketing Communications <i>Pre-req. MRK200</i></p>	<p><b>MRK 455 - 3 hrs</b> Applied Marketing Research <i>Pre-req. MRK 200</i></p>
<p><b>BAM 101 - 3 hrs</b> Introduction to Business Administration <i>Co-req. EAC149 or</i></p>	<p><b>MRK 264 - 3hrs</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>MRK177 - 2 hrs</b> Marketing Skills and Insights</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>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>EAC594 - 3 hrs</b> Business Communication for the Digital Workplace <i>Pre-req. COM101</i></p>	<p><b>XXX XXX - 3 hrs</b> General Education Course <i>Co-req. EAC149 or EAP500 or COM101</i></p>
<p><b>COM101 - 3 hrs</b> Communications across Contexts</p>	<p><b>XXX XXXX - 3 hrs</b> General Education Course <i>Co-req. EAC149, EAP500 or COM101</i></p>	<p><b>XXX XXX - 3 hrs</b> General Education Course <i>Co-req. EAC149 or EAP500 or COM101</i></p>	

Date of revision: July 2018