

**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*</b> - 3 hrs Mathematics of Business and Finance <b>Or</b> <b>MBF100*</b> - 4 hrs Mathematics of Business and Finance</p>	<p><b>ACC 106</b> - 3 hrs <b>Accounting I</b></p>	<p><b>QNM 223</b> - 3 hrs <b>Business Statistics Using Excel</b> <i>Pre-req. MBF101 or MBF100 &amp; MRK264</i></p>	<p><b>MRK 428</b> - 4 hrs <b>Marketing Strategy &amp; Analysis</b> <i>Pre-req. MRK 200</i></p>	<p align="center"><b>CWT 100</b> <b>Co-op Work Term</b> (<i>co- op option only</i>)</p>	<p><b>MRK 516</b> - 4 hrs <b>Financial Analysis for Marketing</b> <i>Pre-req. MBF101 or MBF100 &amp; ACC106</i></p>	<p><b>MRK 526</b> - 3 hrs <b>Management of Marketing Channels</b> <i>Pre-req. MRK428</i></p>
<p><b>MRK 106</b> - 4 hrs <b>Marketing I</b> <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p><b>MRK 200</b> - 4 hrs <b>Marketing II</b> <i>Pre-req. MRK106</i></p>	<p><b>MRK 317</b> - 4 hrs <b>Integr. Marketing Communications</b> <i>Pre-req. MRK 200</i></p>	<p><b>MRK 455</b> - 3 hrs <b>Applied Marketing Research</b> <i>Pre-req. MRK 200</i></p>		<p><b>MRK 518</b> - 4 hrs <b>Interactive Marketing</b> <i>Pre-req. MRK428</i></p>	<p><b>MRK 620</b> - 4 hrs <b>Strategic Analysis</b> <i>Pre-req. MRK428</i></p>
<p><b>BAM 101</b> - 3 hrs <b>Introduction to Business Administration</b> <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p><b>MRK 264</b> - 3 hrs <b>Advanced Computer Applications for Marketing</b></p>	<p><b>MRK 430</b> - 3 hrs <b>Professional Selling</b> <i>Pre-req. MRK200</i></p>	<p><b>MRK 260</b> - 3 hrs <b>Graphic and Web Design</b> <i>Pre-req. MRK 317</i></p>		<p><b>MRK 519</b> - 4 hrs <b>Marketing Metrics and Analysis</b> <i>Pre-req. MRK428</i></p>	<p><b>MRK 644</b> - 3 hrs <b>Digital Marketing II</b> <i>Pre-req. MRK428</i></p>
<p><b>MRK 177</b> - 2 hrs <b>Marketing Skills and Insights</b></p>	<p><b>OBR 250</b> - 3 hrs <b>Organizational Behaviour</b> <i>Pre-req. BAM101</i></p>	<p><b>CAP 506</b> - 1 hr <b>Career Launching and Portfolio Planning</b></p>	<p><b>MRK 460</b> - 3 hrs <b>Global Marketing</b> <i>Pre-req. MRK 200</i></p>		<p><b>MRK 561</b> - 3 hrs <b>Brand Management</b> <i>Pre-req. MRK428</i></p>	<p><b>MRK 662</b> - 3 hrs <b>New Product Launch</b> <i>Pre-req. MRK428</i></p>
<p><b>ISC100</b> - 2 hrs <b>Introduction to Seneca Studies</b></p>	<p><b>ECN550</b> - 3 hrs <b>Economics An Overview</b> <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p><b>EA594</b> - 3 hrs <b>Business Communication for the Digital Workplace</b> <i>Pre-req. COM101</i></p>	<p><b>CPP 100</b> - 1 hr <b>Co-op Prof. Theory</b> (co-op option only)</p>		<p><b>MRK 634</b> - 4 hrs <b>Driving Digital Media for Business</b> <i>Pre-req. MRK428</i></p>	<p><b>MRK 513</b> - 3 hrs <b>Buyer Behaviour</b> <i>Pre-req. MRK428</i></p>
<p><b>COM101**</b> - 3 hrs <b>Communications across Contexts</b></p>	<p><b>XXX XXXX</b> - 3 hrs <b>General Education Course***</b> <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p><b>XXX XXX</b> - 3 hrs <b>General Education Course***</b> <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p><b>XXX XXX</b> - 3 hrs <b>General Education Course***</b> <i>Co-req. EAC149 or EAP500 or COM101</i></p>		<p><b>CPP 200</b> - 1 hr <b>Co-op Prof. Practice</b> (<i>Co-op option only</i>)</p>	
						<p>Co-req. - Corequisite Pre-req. - Prerequisite</p>

\* Based on the Skills Assessment Test scores

\*\* Based on the Skills Assessment Test scores students are placed in: COM101 or EAC149 or EAP500 or EAP300.  
English sequence: EAP300 > EAP500 or EAC149 > COM101

\*\*\* Students must successfully complete 3 general education courses, satisfying the following criteria:

- completion of 1 course from Arts & Humanities;
- completion of 1 course from Sciences & Social Sciences; and
- completion of 1 course chosen from either category above.

Revised: November 2018