

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

Semester 1	Semester 2	Semester 3	Semester 4	Work Term	Semester 5	Semester 6
<p>MBF101* - 3 hrs Mathematics of Business and Finance Or MBF100* - 4 hrs Mathematics of Business and Finance</p>	<p>ACC 106 - 3 hrs Accounting I</p>	<p>QNM 223 - 3 hrs Business Statistics Using Excel <i>Pre-req. MBF101 or MBF100 & MRK264</i></p>	<p>MRK 428 - 4 hrs Marketing Strategy & Analysis <i>Pre-req. MRK 200</i></p>	<p align="center">BAM331 Co-op Work Term <i>(WIL option only)</i></p>	<p>MRK 516 - 4 hrs Financial Analysis for Marketing <i>Pre-req. MBF101 or MBF100 & ACC106</i></p>	<p>MRK 526 - 3 hrs Management of Marketing Channels <i>Pre-req. MRK428</i></p>
<p>MRK 106 - 4 hrs Marketing I <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p>MRK 200 - 4 hrs Marketing II <i>Pre-req. MRK106</i></p>	<p>MRK 317 - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK 200</i></p>	<p>MRK 455 - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p>		<p>MRK 518 - 4 hrs Interactive Marketing <i>Pre-req. MRK428</i></p>	<p>MRK 620 - 4 hrs Strategic Analysis <i>Pre-req. MRK428</i></p>
<p>BAM 101 - 3 hrs Introduction to Business Administration <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p>MRK 264 - 3 hrs 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>MRK 519 - 4 hrs Marketing Metrics and Analysis <i>Pre-req. MRK428</i></p>	<p>MRK 644 - 3 hrs Digital Marketing II <i>Pre-req. MRK428</i></p>
<p>MRK 177 - 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>MRK 561 - 3 hrs Brand Management <i>Pre-req. MRK428</i></p>	<p>MRK 662- 3 hrs New Product Launch <i>Pre-req. MRK428</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 COM101</i></p>	<p>EAC 594 - 3 hrs Business Communicaiton for the Digital Workplace <i>Pre-req. COM101</i></p>	<p>WTP100 - 1 hr Work Term Preparatio <i>(WIL option only)</i></p>		<p>MRK 634 - 4 hrs Driving Digital Media for Business <i>Pre-req. MRK428</i></p>	<p>MRK 513 - 3 hrs Buyer Behaviour <i>Pre-req. MRK428</i></p>
<p>COM101** - 3 hrs Communications across Contexts</p>	<p>XXX XXXX - 3 hrs General Education Course*** <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p>XXX XXX - 3 hrs General Education Course*** <i>Co-req. EAC149 or EAP500 or COM101</i></p>	<p>XXX XXX - 3 hrs General Education Course*** <i>Co-req. EAC149 or EAP500 or COM101</i></p>		<p>CPP 200 - 1 hr Co-op Prof. Practice <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