

## BUSINESS - MARKETING (BMT) 2-YEAR DIPLOMA PROGRAM

Semester 1 6 Courses	Semester 2 6 Courses	Semester 3 6 Courses	Semester 4 5 Courses
<div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MBF101*</b> - 3 hrs Mathematics of Business and Finance <b>OR</b> <b>MBF100*</b> - 4 hrs Mathematics of Business and Finance         </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 106</b> - 4 hrs Marketing I <i>Co-req. EAC149 or EAP500 or COM101</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>BAM 101</b> - 3 hrs Introduction to Business Administration <i>Co-req. EAC149 or EAP500 or COM101</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK177</b> - 2 hrs Marketing Skills and Insights         </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>ISC100</b> - 2 hrs Introduction to Seneca Studies         </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;"> <b>COM101**</b> - 3 hrs Communications across Contexts         </div>	<div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>ACC 106</b> - 3 hrs Accounting I         </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 200</b> - 4 hrs Marketing II <i>Pre-req. MRK106</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 264</b> - 3hrs Advanced Computer Applications for Marketing         </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>OBR 250</b> - 3 hrs Organizational Behaviour <i>Pre-req. BAM101</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>ECN550</b> - 3 hrs Economics An Overview <i>Co-req. EAC149 or EAP500 or COM101</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;"> <b>XXX XXXX</b> - 3 hrs General Education Course *** <i>Co-req. EAC149, EAP500 or COM101</i> </div>	<div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>QNM 223</b> - 3 hrs Business Statistics Using Excel <i>Pre-req. MBF101 or MBF100 &amp; MRK264</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 317</b> - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK200</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 430</b> - 3 hrs Professional Selling <i>Pre-req. MRK200</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>CAP 506</b> - 1 hr Career Launching and Portfolio Planning         </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>EAC594</b> - 3 hrs Business Communication for the Digital Workplace <i>Pre-req. COM101</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;"> <b>XXX XXX</b> - 3 hrs General Education Course*** <i>Co-req. EAC149 or EAP500 or COM101</i> </div>	<div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 428</b> - 4 hrs Marketing Strategy &amp; Analysis <i>Pre-req. MRK 200</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 455</b> - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 260</b> - 3 hrs Graphic and Web Design <i>Pre-req. MRK 317</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;"> <b>MRK 460</b> - 3 hrs Global Marketing <i>Pre-req. MRK 200</i> </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;"> <b>XXX XXX</b> - 3 hrs General Education Course*** <i>Co-req. EAC149 or EAP500 or COM101</i> </div> <p style="margin-top: 10px;">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.