

## HONOURS BACHELOR OF COMMERCE – MARKETING (BMRK)

Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	WIL TERM	Level 7	Level 8
Fall / Winter	Winter / Summer	Fall	Winter	Fall	Winter	Summer	Fall	Winter
<b>BAB100</b> (3 hrs) Introduction to Canadian Business	<b>BAB235</b> (3 hrs) Introduction to Marketing	<b>BAB210</b> (3 hrs) Business Statistics <b>Pre-requisite:</b> <b>BAB 110</b>	<b>BAB310</b> (3 hrs) Quantitative Decision Making	<b>MRT285</b> (3 hrs) Applications for Market Intelligence	<b>MRT296</b> (3 hrs) Integrated Marketing Communications	<b>BMR881</b>  <b>Marketing</b>  <b>Work Integrated Learning Term</b>  <b>Pre-requisite:</b> WTP200	<b>MRT387</b> (3 hrs) Marketing Analytics	<b>BMT850</b> (3 hrs) Strategic Management
<b>BAB110</b> (3 hrs) Financial Mathematics	<b>BAB240</b> (3 hrs) Management Accounting <b>Pre-requisite:</b> <b>BAB 140</b>	<b>BAB231</b> (3 hrs) Introduction to Business Law	<b>BMT540</b> (3 hrs) Business to Business Marketing	<b>MRT287</b> (3 hrs) Marketing Research I	<b>MRT297</b> (3 hrs) Productive Analytics for Marketing		<b>MRT481</b> (3 hrs) Data Mining for Direct Marketing	<b>BMT855</b> (3 hrs) Leaders for Managers
<b>BAB120</b> (3 hrs) Computer Applications for Business I	<b>HST330</b> (3 hrs) Business Finance	<b>HST400</b> (3 hrs) Operations Management	<b>BMT545</b> (3 hrs) Effective Selling	<b>MRT295</b> (3 hrs) Marketing Planning and Strategy	<b>MRT386</b> (3 hrs) Consumer Behaviour		<b>MRT487</b> (3 hrs) Marketing Research II	<b>MRT491</b> (3 hrs) Marketing Research Capstone
<b>BAB140</b> (3 hrs) Introduction to Financial Accounting	<b>HST430</b> (3 hrs) Organizational Behaviour	<b>LSP240</b> (3 hrs) Micro Economics: Theory and Practice	<b>BMT646</b> (3 hrs) Customer Service	<b>OPT395</b> (3 hrs) Operations Management II	<b>MRT398</b> (3 hrs) Direct and Interactive Marketing		<b>MRT492</b> (3 hrs) Brand Management	<b>MRT493</b> (3 hrs) Social Media Intelligence and Web Analytics
<b>ENG106</b> (3 hrs) Writing Strategies	<b>ENG205</b> (3 hrs) Applied Communication for Business & Industry <b>Pre-requisite:</b> <b>ENG 106</b>	<b>LSP400</b> (3 hrs) Presentation Skills <b>Pre-requisite:</b> <b>ENG 205</b>	<b>COM290</b> (3 hrs) Visual Communication	<b>LSOXXX</b> (3 hrs) Liberal Studies Option	<b>WTP200</b> (2 hrs) Work Term Preparation		<b>WTR200</b> (2 hrs) Work Term Reflection <b>Pre-requisite:</b> <b>BMR881</b>	<b>LSOXXX</b> (3 hrs) Liberal Studies Option (upper-level)  <b>Pre-requisite:</b> <b>ENG 106</b>
			<b>LSP340</b> (3 hrs) Macro Economics: Theory and Practice <b>Pre-requisite:</b> <b>LSP 240</b>		<b>LSOXXX</b> (3 hrs) Liberal Studies Option		<b>LSOXXX</b> (3 hrs) Liberal Studies Option (upper-level)  <b>Pre-requisite:</b> <b>ENG 106</b>	

Last updated: May 2019

### Notes:

- To remain in a degree program, you must maintain a minimum program GPA of 2.5 (C+) in all business & LSP courses, and a minimum GPA of 2.0 (C) in all English & LSO courses.
- Completion of liberal studies courses must be from at least 2 of the following categories: Humanities, Sciences, and Social Sciences; Completion of courses must include at least 2 upper-level courses.
- The sequence, pre-requisite, and co-requisite of each course are subject to change.
- Students must successfully complete the Work Integrated Learning Term to graduate and must take WTP 200 prior to the work term and WTR 200 immediately following the work term.