

MARKETING, B. COMM., HONOURS

Degree Requirements

Foundation Courses

All students must complete the following 24 credit hours of Foundation courses and achieve a minimum grade of "C" in each:

- MATH 1524 (Preferred) (see Note below) (3 credit hours)
- STAT 1000 (3 credit hours) or STAT 1150 (3 credit hours)
- ECON 1010 (3 credit hours)
- ECON 1020 (3 credit hours)
- 6 credit hours of Non-Business Electives (see Note below)
- 3 credit hours of Written English "W" course
- GMGT 1010 (3 credit hours)

Note: MATH 1524 is the preferred MATH course for Asper students.

However, students who have completed one of:

- MATH 1230 or MATH 1500 or MATH 1510 or the former MATH 1520 are also required to complete:
- MATH 1300 or MATH 1310 or MATH 1210 or MATH 1220 as 3 credit hours of Non-Business Electives

Single Major Course Requirements for Direct Entry, Track 1 and Track 2 Students

The tables below list the Core courses that all Business students must complete. The courses are listed by year in a suggested sequence. Students normally complete the Core courses in the sequence shown.

To determine which additional courses to take each year (i.e., non-Core courses) students should consult the listing of course requirements for each year of their chosen Major.

Course	Title	Hours
Year 1		
ECON 1010	Introduction to Microeconomic Principles	3
ECON 1020	Introduction to Macroeconomic Principles	3
MATH 1524	Mathematics for Management and Social Sciences ¹	3
3 credit hours from one of the following STAT courses:		3
STAT 1000	Basic Statistical Analysis 1	
STAT 1150	Introduction to Statistics and Computing ²	
6 credit hours of Non-Business Electives or 3 credit hours Non-Business Electives plus MATH 1300 or MATH 1310 or MATH 1210 or MATH 1220 ³		6
3 credit hours of Written English "W" ⁴		3
GMGT 1010	Business and Society	3
GMGT 2070	Introduction to Organizational Behaviour ⁵	3
MKT 2210	Fundamentals of Marketing ⁵	3
Hours		30
Year 2		
ACC 1100	Introductory Financial Accounting	3
ACC 1110	Introductory Managerial Accounting	3

ENTR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
FIN 2010	Introduction to Finance ⁶	3
GMGT 1000	Writing Skills for Business	1.5
GMGT 2010	Business Communications ⁷	3
HRIR 2440	Human Resource Management	3
IDM 1010	Communication for Career Management	1.5
IDM 1020	Data Software for Business ⁸	1.5
IDM 2020	Introduction to Business Analytics ⁹	3
SCM 1000	Introduction to Project Management ¹⁰	1.5
SCM 2160	Operations Management	3

Hours 30

Year 3

IDM 2010	Indigenous Peoples and Canadian Business	3
IDM 3010	Sustainable Business	3
SGMT 2200	Global Management	3

Hours 9

Years 3-4

Select a Major and Business Elective courses ¹¹	27
12-18 credit hours of a Major	
9-15 credit hours of Business Electives	
18 credit hours of Business or Non-Business Electives ¹²	18

Hours 45

Year 4

GMGT 3300	Business Law	3
GMGT 4010	Strategic Management	3

Hours 6

Total Hours 120

¹ MATH 1524 is preferred. The following substitutions are allowed: MATH 1230, MATH 1500, MATH 1510, or the former MATH 1520. For students who have not completed MATH 1524, see note 3

² For the Finance Major, STAT 1150 is preferred for Finance majors but [STAT 1000 and STAT 2000] can be used to meet the prerequisite requirements for this Major, see note 3.

³

- Students who have not completed MATH 1524 must use 3 of the required 6 credit hours of Non-Business Electives to complete one of MATH 1300, MATH 1310, MATH 1210, or MATH 1220.
- Finance Majors who complete STAT 1000 are recommended to use 3 of the required 6 credit hours of Non-Business Electives to complete STAT 2000.
- Actuarial Mathematics Majors are recommended to complete MATH 1700 as 3 of the required 6 credit hours of Non-Business Electives.
- Indigenous Business Studies Majors are recommended to complete INDG 1220 and/or INDG 1240 as 3 or 6 credit hours of the Non-Business Electives.
- See the requirements for each Major for full details, including required grades for Major courses.

⁴ Choose any course from the list of approved Written English Courses, with the exception of ARTS 1110, GMGT 1010 and GMGT 2010.

⁵ GMGT 2070 and MKT 2210 can be taken in Year 2 if entering with 24 credit hours.

⁶ FIN 2200 may be substituted for FIN 2010.

⁷ It is highly recommended that all students take GMGT 1000 prior to GMGT 2010. Non-Asper students officially pursuing a Management Minor or in programs in which GMGT 2010 is mandatory or an elective may take GMGT 2010 without the GMGT 1000 prerequisite, with departmental permission.

⁸ Students admitted in September 2023 and after who have completed MIS 2000 or MIS 2001 with a minimum grade of D may use MIS 2000 or MIS 2001 (3 credit hours) as a substitute for IDM 1020 (1.5 credit hours). These students will graduate with 121.5 credit hours.

⁹ IDM 2020 or the former MIS 2000 or MSCI 2150 if completed before Fall 2023 (but not both). IDM 2020 with a grade C or higher is required to graduate with a business Analytics Major.

¹⁰ The former SCM 3280 may be substituted for SCM 1000.

¹¹ Major and Business Electives must total 27 credit hours. Business Electives must be at the 2000 Level or higher. See Major descriptions for full details.

¹² A minimum of 9 credit hours of Business Electives or Non-Business Elective courses must be at the 2000 level or higher; the remaining must be at the 1000 level or higher.

Specific Requirements for the Major

The Marketing Major consists of 15 credit hours from:

Course	Title	Hours
MKT 3220	Marketing Research	3
MKT 3230	Consumer Behaviour	3
MKT 3248	Digital Marketing	3
MKT 3390	Integrated Marketing Communications	3
MKT 4210	Strategic Marketing ¹	3
Total Hours		15

¹ MKT 4210 is the capstone course for the Marketing major and cannot be taken elsewhere on a Letter of Permission.

Double Major Course Requirements for Direct Entry, Track 1 and Track 2 Students

The tables below list the Core courses that all Business students must complete. The courses are listed by year in a suggested sequence. Students normally complete the Core courses in the sequence shown.

To determine which additional courses to take each year (i.e., non-Core courses) students should consult the listing of course requirements for each year of their chosen Major.

Course	Title	Hours
Year 1		
ECON 1010	Introduction to Microeconomic Principles	3
ECON 1020	Introduction to Macroeconomic Principles	3
MATH 1524	Mathematics for Management and Social Sciences ¹	3
3 credit hours from one of the following STAT courses:		3
STAT 1000	Basic Statistical Analysis 1	
STAT 1150	Introduction to Statistics and Computing ²	
6 credit hours of Non-Business Electives or 3 credit hours Non-Business Electives plus MATH 1300 or MATH 1310 or MATH 1210 or MATH 1220 ³		6
3 credit hours of Written English "W" ⁴		3
GMGT 1010	Business and Society	3

GMGT 2070	Introduction to Organizational Behaviour ⁵	3
MKT 2210	Fundamentals of Marketing ⁵	3
Hours		30

Year 2

ACC 1100	Introductory Financial Accounting	3
ACC 1110	Introductory Managerial Accounting	3
ENR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
FIN 2010	Introduction to Finance ⁶	3
GMGT 1000	Writing Skills for Business	1.5
GMGT 2010	Business Communications ⁷	3
HRIR 2440	Human Resource Management	3
IDM 1010	Communication for Career Management	1.5
IDM 1020	Data Software for Business ⁸	1.5
IDM 2020	Introduction to Business Analytics ⁹	3
SCM 1000	Introduction to Project Management ¹⁰	1.5
SCM 2160	Operations Management	3
Hours		30

Year 3

IDM 2010	Indigenous Peoples and Canadian Business	3
IDM 3010	Sustainable Business	3
SGMT 2200	Global Management	3
Hours		9

Years 3-4

Select two Majors and Business Elective courses ¹¹	45
12-18 credit hours of courses for the first Major	
12-18 credit hours of courses for the second Major	
0-3 credit hours of Business Electives. 3 credit hours of Business Electives are required if two 12 credit hour majors are declared.	
9-18 credit hours of Business or Non-Business Electives ¹²	
Hours	45

Year 4

GMGT 3300	Business Law	3
GMGT 4010	Strategic Management	3
Hours		6
Total Hours		120

¹ MATH 1524 is preferred. The following substitutions are allowed: MATH 1230, MATH 1500, MATH 1510, or former MATH 1520. For students who have not completed MATH 1524, see note 3.

² For Finance major, STAT 1150 is preferred for Finance majors but [STAT 1000 and STAT 2000] can be used to meet the prerequisite requirement for this Major, see note 3.

³

- Students who have not complete MATH 1524 must use 3 of the required 6 credit hours of Non-Business Electives to complete one of MATH 1300, MATH 1310, MATH 1210, or MATH 1220.
- Finance Majors who complete STAT 1000 are recommended to use 3 of the required 6 credit hours of Non-Business Electives to complete STAT 2000.
- Actuarial Mathematics Majors are recommended to complete MATH 1700 as 3 of the required 6 credit hours of Non-Business Electives.

- Indigenous Business Studies Majors are recommended to complete INDG 1220 and/or INDG 1240 as 3 or 6 credit hours of the Non-Business Electives.
- See the requirements for each Major for full details, including required grades for Major courses.

⁴ Choose any course from the list of approved Written English Courses, with the exception of ARTS 1110, GMGT 1010 and GMGT 2010.

⁵ GMGT 2070 and MKT 2210 can be taken in Year 2 if entered with 24 credit hours.

⁶ FIN 2200 may be substituted for FIN 2010.

⁷ It is highly recommended that all students take GMGT 1000 prior to GMGT 2010. Non-Asper students officially pursuing a Management Minor or in programs in which GMGT 2010 is mandatory or an elective may take GMGT 2010 without the GMGT 1000 prerequisite, with departmental permission.

⁸ Students admitted in September 2023 and after who have completed MIS 2000 or MIS 2001 with a minimum grade of D may use MIS 2000 or MIS 2001 (3 credit hours) as a substitute for IDM 1020 (1.5 credit hours). These students will graduate with 121.5 credit hours.

⁹ IDM 2020 or the former MIS 2000 or MSCI 2150 if completed before Fall 2023 (but not both). IDM 2020 with a grade C or higher is required to graduate with a Business Analytics Major.

¹⁰ The former SCM 3280 may be substituted for SCM 1000.

¹¹ Major and Business Electives must total 27 credit hours. Business Electives must be at the 2000 Level or higher. See Major descriptions for full details.

¹² A minimum of 9 credit hours of Business Electives or Non-Business Elective courses must be at the 2000 level or higher; the remaining must be at the 1000 level or higher.