Bachelor of Commerce  Marketing Concentration  20.0 credits

This pamphlet is only a guide. Consult both your audit and the Carleton University Undergraduate Calendar (www.carleton.ca/cuuc) for specific rules that apply to your program.

Required Credits in B.Com Major [13.5 credits] Electives [6.5 credits]
Required courses are generally offered fall/winter and summer. For Electives no more than 2.0 credits below the 2000-level; and 1.0 credit must be completed at the 3000-level or above

What do I take? Below is the recommended course plan. Please consult with an Undergraduate Advisor should you need to make adjustments.

Year 1
Major courses:
BUSI 1004 - Financial Accounting (Fall)
BUSI 1005 - Managerial Accounting (Winter)
(prerequisite: BUSI 1004)
ECON 1000 - Intro to Economics (full year)
PSYC 1002 - Intro to Psychology *(Business section)
SOCI 1002 - Intro to Sociology *(Business section)
MATH 1009 - Calculus
MATH 1119 - Linear Algebra
BUSI 1402 - Intro to Business Information & Communication Technologies
BUSI 1800 - Intro to Business

Year 2
Major courses:
ECON 2009 - Managerial Economics
(Prerequisites: ECON 1000 C- or higher, and MATH 1009 C-higher)
BUSI 2101 - Intro to Organizational Behaviour
(Prerequisite: 2nd year standing)
BUSI 2208 - Intro to Marketing (Fall)
(Prerequisites: BUSI 1004, ECON 1000 one of PSYC 1002 or SOCI 1002)
BUSI 2301 - Intro to Operations Management
(Prerequisites: 2nd year standing, STAT 2606 can be taken concurrently)
BUSI 2400 - Intro to Information Systems
(Prerequisites: 2nd year standing)
BUSI 2504 - Business Finance I
(Prerequisites: ECON 1000 and BUSI 1005)
BUSI 2601 - Business Law
BUSI 2701 - Fundamentals of International Business
STAT 2606 - Business Statistics I (Fall)
(Prerequisite: MATH 1009 C-or better)
STAT 2607 - Business Statistics II (Winter)
(Prerequisite: STAT 2606)

“Required” Marketing Concentration courses:
BUSI 3207 - Marketing Research
(BUSI 2208 C and STAT 2607 C-)

In Year 2: One of the Core courses can be moved to 3rd year to make room for BUSI 3207 in the Winter. (BUSI 2601 or 2701)

Year 3
Major courses:
BUSI 3102 - Intro to Human Resources Management
(Prerequisites: 2nd year standing, BUSI 2101)
BUSI 3103 - Intro to Organizational Theory
(Prerequisites: 2nd year standing, BUSI 2101)
BUSI 3309 - Project Management
(Prerequisites: 3rd year Standing BUSI 2301 and STAT 2606)

“Required” Marketing Concentration courses:
BUSI 4206 - Consumer Behaviour (full year)
(3rd year standing, BUSI 2208 C)
BUSI 4208 - Marketing Management
(Prerequisites: BUSI 3205 or BUSI 3207 and BUSI 2208 C in each)

Year 4
Major courses:
BUSI 4601 - Business Ethics
(Prerequisites: 4th year standing)
BUSI 4609 - Strategic Management
(Prerequisites: 4th year standing; All 2000-level and 3000-level courses must be completed in the Major)
1.0 credit in Business at the 4000-level
(4000-level Marketing courses can be used to satisfy this requirement)

Marketing Electives
2.0 credits from list:
BUSI 3204 - Marketing New Tools and Approaches
(Prerequisites: 3rd year standing)
BUSI 3205 - Marketing Communication
(Prerequisites: BUSI 2208 C-)
BUSI 3208 - Business to Business Marketing I
(Prerequisites: 3rd year standing)
BUSI 4203 - Marketing for Non-Profit Organizations
(Prerequisite: 3rd year standing)
BUSI 4205 - International Marketing
(Prerequisites: 3rd year standing)

If you are considering a Concentration, you should declare in Second year. Adding a Concentration after 2nd year may delay graduation. For a double concentration 6.0 credits must be completed with a Min CGPA of 8.0.