### Bachelor of Commerce [20.0 credits]

**Marketing Concentration**

**Total [20.0 credits]**
- **Major [13.5 credits]**
- **Electives [6.5 credits]**

**Concentration [4.0 credits]**

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

### Year 1 [5.0 credits]

**Major Course(s):**
- BUSI 1004 - Financial Accounting (fall)
- BUSI 1005 - Managerial Accounting (winter)
- BUSI 1402 - Intro to Business Information & Communications Technologies
- BUSI 1800 - Introduction to Business
- ECON 1000 - Introduction to Economics
- PSYC 1002 - Introduction to Psychology (Business only section)
- SOCI 1005 - Introduction to Sociology for School of Business
- MATH 1009 - Calculus
- MATH 1119 - Linear Algebra

**Please Note:** By year 3, students in Commerce must have completed BUSI 1402 & BUSI 1800. Students will be unable to access year 3 courses in Commerce until these courses are completed.

### Year 2 [5.0 credits - 5.0 Major]

**Major Course(s):**
- BUSI 2101 - Introduction to Organizational Behaviour
- BUSI 2208 - Introduction to Marketing
- BUSI 2301 - Introduction to Operations Management
- BUSI 2400 - Introduction to Information Systems
- BUSI 2504 - Business Finance 1
- BUSI 2601 - Business Law
- BUSI 2701 - Fundamentals of International Business
- ECON 2009 - Managerial Economics
- STAT 2606 - Business Statistics 1 (fall)
- STAT 2607 - Business Statistics 2 (winter)

### Year 3 [5.0 credits - 1.5 Major - 1.5 Concentration - 2.0 Electives]

**Major Course(s):**
- BUSI 3102 - Introduction to Human Resources
- BUSI 3103 - Introduction to Organizational Theory
- BUSI 3309 - Project Management

**Marketing Concentration “Required” Courses:**
- BUSI 3207 - Marketing Research
- BUSI 4206 - Consumer Behaviour [1.0 credit]

2.0 credits in electives - concentration elective courses or open electives

### Year 4 [5.0 credits - 2.0 Major - 0.5 Concentration - 2.5 Electives]

**Major Course(s):**
- BUSI 4601 - Business Ethics (must be completed at Carleton)
- BUSI 4609 - Strategic Management (must be completed at Carleton)

1.0 credits at the 4000-level in Business
(4000-level BUSI Concentration courses can be used to satisfy this requirement)

**Management Concentration “Required” Courses:**
- BUSI 4208 - Marketing Management

2.5 credits In electives - final concentration elective courses and/or open electives

### Marketing Electives [2.0 credits]

- BUSI 3204 - Marketing New Tools and Approaches
- BUSI 3205 - Marketing Communications
- BUSI 3208 - Business to Business Marketing 1
- BUSI 4203 - Marketing for Non-Profit Organizations
- BUSI 4205 - International Marketing
- BUSI 4229 - Marketing in the Arts and Culture Sectors

[3.0 credits] from the concentration will count towards your Electives. [3.5 credits] will be considered open Electives and can be completed by taking courses from any faculty including Business.

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**Effective Fall 2015**

Students admitted BEFORE fall 2015 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.