**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 1005** - Intro to Sociology for School of Business
- **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 1005)
- **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)
- **STAT 2606** - Business Statistics I (Fall) (Prerequisite: MATH 1009 C-or better)
- **STAT 2607** - Business Statistics II (Winter) (Prerequisite: STAT 2606)

### 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)

### 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 2208 C-)
- **BUSI 3205** - Marketing Communication (Prerequisites: BUSI 2208 C-)
- **BUSI 3208** - Business to Business Marketing I (Prerequisites: 3rd year standing BUSI 2208 C-)
- **BUSI 4203** - Marketing for Non-Profit Organizations (Prerequisite: 3rd year standing BUSI 2208 C-)
- **BUSI 4205** - International Marketing (Prerequisites: 3rd year standing BUSI 2208 C-)

**Please note:** One of the Major courses should be moved to 3rd year to make room for BUSI 3207. (BUSI 2601 or 2701)

### Effective Fall 2014
Students admitted BEFORE fall 2014 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.

**Marketing Electives**

2.0 credits from list:

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- **BUSI 3205** - Marketing Communication (Prerequisites: BUSI 2208 C-)
- **BUSI 3208** - Business to Business Marketing I (Prerequisites: 3rd year standing BUSI 2208 C-)
- **BUSI 4203** - Marketing for Non-Profit Organizations (Prerequisite: 3rd year standing BUSI 2208 C-)
- **BUSI 4205** - International Marketing (Prerequisites: 3rd year standing BUSI 2208 C-)

Should you need to alter your Winter registration based on Fall semester results, please consult with an advisor in the Sprott School of Business.

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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.