

[20.0 credits] Bachelor of Commerce

Marketing Concentration

Effective Fall 2012

Students admitted BEFORE Fall 2011 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.

Required Credits in **B.Com Major** [13.5 credits] **Electives** [6.5 credits]
 Required courses are generally offered in both fall/winter and summer.
 No more than 2.0 credits below the 2000-level.

What do I Take? :

Below is the recommended course plan. Please consult with an Undergraduate Program Advisor should you need to make adjustments.

Fall Semester (Sept - Dec)	Winter Semester (Jan - April)	Either Fall or Winter Semester	Electives	Concentration (4.0 credits)	
<p>Year 1</p> <p>BUSI 1004 - Financial Accounting ECON 1000 - Intro to Economics (full year) MATH 1119 - Linear Algebra PSYC 1002 - Intro to Psychology II</p>	<p>BUSI 1005 - Managerial Accounting ECON 1000 - Intro to Economics (full year) MATH 1009 - Calculus</p>	<p>BUSI 1402 - Intro. to Business & Communication Technologies BUSI 1800 - Intro to Business SOCI 1002 - Intro to Sociology II</p>	<p>1st year students: It is not recommended that you take electives in your 1st year.</p> <p>Should you need to alter your winter registration based on fall semester results, please consult with an advisor in the Sprott School of Business. ugadvisor@sprott.carleton.ca</p>	<p>Required 2.0 credits</p> <p>BUSI 3207 (W)- Marketing Research Prerequisites: BUSI 2204 or BUSI 2208 (C in each); STAT 2607 (C-)</p>	<p>Choice 2.0 credits to be chosen from these options:</p> <p>BUSI 3204 - Marketing New Tools and Approaches Prerequisites: 3rd year standing BUSI 2204 or 2208 (C- in each)</p>
<p>Year 2</p> <p>STAT 2606 - Business Statistics I Prerequisites: MATH 1009 C- or better AND MATH 0107 or an OAC in Algebra & Geography. BUSI 2208 - Intro to Marketing Prerequisites: BUSI 1004; ECON 1000 one of PSYC 1001, 1002, SOCI 1001, 1002</p>	<p>STAT 2607 - Business Statistics I Prerequisites: STAT 2606</p>	<p>BUSI 2101 - Intro to Organizational Behaviour Prerequisites: 2nd year standing BUSI 2301 - Intro to Operations Management Prerequisites: 2nd year standing ECON 2201 or STAT 2606 can be taken concurrently BUSI 2400 - Foundations of Information Systems Prerequisites: 2nd year standing BUSI 2504 - Business Finance I Prerequisites: ECON 1000; BUSI 1002 or 1005; precludes BUSI2503 BUSI 2601 - Business Law BUSI 2701 - Fundamentals of International Bus. ECON 2020 - Intermediate Microeconomics Producers and Market Structure(take in 2nd year) Prerequisites: ECON 1000 C- or higher and one of MATH 1009 or 1119 C- or higher can be taken concurrently.</p>	<p>If you wish to take an elective(s) in 2nd year you will need to push some required courses to 3rd year.</p> <p>Note: Make sure to consult the Undergraduate Calendar to ensure you have the proper prerequisites moving forward. Depending on personal study patterns, there may be some flexibility regarding what year these courses are taken.</p>	<p>BUSI 4206 (Full year) Consumer Behaviour Prerequisites: 3rd year standing BUSI 2204 or 2208 (C in each)</p> <p>BUSI 4208 (F) - Marketing Management Prerequisites: BUSI 3205 or BUSI 3207 and BUSI 2208 (C in each)</p>	<p>BUSI 3205 - Marketing Communication Prerequisites: BUSI 2204 or 2208 (C- in each)</p> <p>BUSI 3208 - Business to Business Marketing I Prerequisites: 3rd year standing BUSI 2204 or 2208 (C- in each)</p>
<p>Year 3</p>		<p>BUSI 3102 - Intro to Human Resources Mgmt. Prerequisites: 2nd year Standing; BUSI 2101</p> <p>BUSI 3103 - Intro to Organization Theory Prerequisites: BUSI 2101</p> <p>BUSI 3309 - Project Management Prerequisites: 3rd year standing BUSI 2301 and STAT 2606</p>		<p>(F) = Fall only (W) = Winter only</p>	<p>BUSI 4203 (F) - Marketing in a Not-for-Profit Organizations Prerequisites: 3rd year standing BUSI 2204 or 2208 (C- in each)</p>
<p>Year 4</p>		<p>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 (This can be satisfied using 1.0 at the 4000-level from the concentration courses.) (All 4000-level courses must be completed at Carleton University.)</p>		<p>Note: Electives may be chosen strategically to complete Concentrations and/or Minors. However, you are not required to choose any Concentration or minor to graduation with B.Com</p>	<p>BUSI 4205 - International Marketing Prerequisites: 3rd year standing BUSI 2204 or 2208 (C- in each)</p>

Please note: If you are considering a concentration you should declare in second year. Adding a concentration may delay graduation. For a double concentration 6.0 credits must be completed with a min CGPA of 8.0