

Bachelor of Commerce [20.0 credits] Marketing Concentration



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.

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)
SOC1 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)

Please note: Required major courses are generally offered in the fall/winter. concentration courses have limited offerings in the summer term.

If you are considering a concentration, you should declare by the end of year 2. Adding a concentration after year 2 may delay graduation. For double concentrations [6.0 credits] must be completed with a minimum overall CGPA of 8.0.

Should you need to alter your winter Registration based on fall semester results, please consult a BCom advisor in the Sprott School of Business.

ugadvisor@sprott.carleton.ca

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.