

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 (calendar.carleton.ca/cuuc) for specific rules that apply to your program.

PLEASE ENSURE YOU MEET ALL COURSE PREREQUISITES BEFORE ATTEMPTING REGISTRATION. PREREQUISITES CAN BE FOUND AT <http://calendar.carleton.ca/undergrad/courses/BUSI/>

Effective Fall 2016

Students admitted BEFORE fall 2016 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.

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 - Sociology for Bachelor of Commerce Students
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 - Organizational Behaviour
BUSI 2208 - Introduction to Marketing
BUSI 2301 - Introduction to Operations Management
BUSI 2400 - Foundations of 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)

Marketing Electives [2.0 credits]

BUSI 3204 - Marketing New Tools and Approachs
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.

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)

Marketing Concentration "Required" Courses:

BUSI 4208 - Marketing Management

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

