**Bachelor of Commerce [20.0 credits]**

**Marketing Concentration**

<table>
<thead>
<tr>
<th>Total [20.0 credits]</th>
<th>Major [13.5 credits]</th>
<th>Electives [6.5 credits]</th>
<th>Concentration [4.0 credits]</th>
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This pamphlet is only a guide. Consult your advisor, your audit and the Carleton University Undergraduate Calendar (carleton.ca/curric) 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/**

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**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 - 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.

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**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)

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**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

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**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

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**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

**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