

Bachelor of Commerce [20.0 credits] Marketing Concentration

For Students Admitted Fall 2017

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 for specific rules that apply to your programs

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

Year 1 [5.0 credits - 4.5 Major, 0.5 Electives]

BUSI 1004 - Financial Accounting (fall)
BUSI 1005 - Managerial Accounting (winter)
BUSI 1800 - Introduction to Business
ECON 1000 - Introduction to Economics (fall + winter)
PSYC 1002 - Introduction to Psychology (Business only section)
SOC1 1005 - Sociology for Bachelor of Commerce Students
MATH 1009 - Calculus
MATH 1119 - Linear Algebra

0.5 credit in an Elective

Please note: BUSI 1800 must be completed before Year 3.

Year 2 [5.0 credits - 5.0 Major]

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 I
One of: BUSI 2601 - Business Law OR BUSI 2701 - Fundamentals of International Business (*the other to be taken in Year 3*)
BUSI 2800 - Entrepreneurship
ECON 2009 - Managerial Economics
STAT 2606 - Business Statistics I (fall)
STAT 2607 - Business Statistics II (winter)

Marketing Electives [2.0 credits from:]

BUSI 3204 - Marketing New Tools and Approachs
BUSI 3205 - Marketing Communications
BUSI 3208 - Business to Business Marketing
BUSI 4203 - Marketing for Non-Profit Organizations
BUSI 4205 - International Marketing
BUSI 4229 - Marketing in the Arts and Culture Sectors
BUSI 4331 - E-Supply Chain Technology and Management

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 8.00.

For further assistance with course planning, please contact bcom@sprott.carleton.ca

Year 3 [5.0 credits - 2.0 Major , 1.0 Concentration , 2.0 Electives]

One of: BUSI 2601 - Business Law OR BUSI 2701 - Fundamentals of International Business (*whichever was not taken in Year 2*)
BUSI 3102 - Introduction to Human Resources Management
BUSI 3103 - Introduction to Organizational Theory
BUSI 3309 - Project Management

Marketing Concentration "Required" Courses

BUSI 3207 - Marketing Research
BUSI 3209 - Consumer Behaviour

2.0 credits in electives - **concentration elective courses** or free electives

Year 4 [5.0 credits - 2.0 Major, 1.0 Concentration, 2.0 Electives]

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
BUSI 4209 - Consumer Culture Theory

2.0 credits in electives - **remaining concentration elective courses** and free electives