

# Bachelor of Commerce *Marketing Concentration* 20.0 credits

This pamphlet is only a guide. Consult both your audit and the Carleton University Undergraduate Calendar ([www.carleton.ca/cuuc](http://www.carleton.ca/cuuc)) for specific rules that apply to your program.

Required Credits in B.Com **Major [13.5 credits] Electives [6.5 credits]**

Required courses are generally offered fall/winter and summer. For Electives no more than 2.0 credits below the 2000-level; and 1.0 credit must be completed at the 3000-level or above

**What do I take?** Below is the recommended course plan. Please consult with an Undergraduate Advisor should you need to make adjustments.

## Year 1

### Major courses:

**BUSI 1004** - Financial Accounting (**Fall**)  
**BUSI 1005** - Managerial Accounting (**Winter**)  
(prerequisite: BUSI 1004)  
**ECON 1000** - Intro to Economics (**full year**)  
**PSYC 1002** - Intro to Psychology \*(Business section)  
**SOCI 1005** - Intro to Sociology for School of Business  
**MATH 1009** - Calculus  
**MATH 1119** - Linear Algebra  
**BUSI 1402** - Intro to Business Information & Communication Technologies  
**BUSI 1800** - Intro to Business

**Please note:** One of the Major courses should be moved to 3rd year to make room for BUSI 3207. (BUSI 2601 or 2701)

## Year 2

### Major courses:

**ECON 2009** - Managerial Economics  
(Prerequisites: ECON 1000 C- or higher, and MATH 1009 C- higher)  
**BUSI 2101** - Intro to Organizational Behaviour  
(Prerequisite: 2nd year standing)  
**BUSI 2208** - Intro to Marketing (**Fall**)  
(Prerequisites: BUSI 1004, ECON 1000 one of PSYC 1002 or SOCI 1005)  
**BUSI 2301** - Intro to Operations Management  
(Prerequisites: 2nd year standing, STAT 2606 can be taken concurrently)  
**BUSI 2400** - Intro to Information Systems  
(Prerequisites: 2nd year standing)  
**BUSI 2504** - Business Finance I  
(Prerequisites: ECON 1000 and BUSI 1005)  
**STAT 2606** - Business Statistics I (**Fall**)  
(Prerequisite: MATH 1009 C- or better)  
**STAT 2607** - Business Statistics II (**Winter**)  
(Prerequisite: STAT 2606)

### Year 2 or 3

**BUSI 2601** - Business Law  
**BUSI 2701** - Fundamentals of International Business

## Year 3

### Major courses:

**BUSI 3102** - Intro to Human Resources Management  
(Prerequisites: 2nd year standing, BUSI 2101)  
**BUSI 3103** - Intro to Organizational Theory  
(Prerequisites: 2nd year standing, BUSI 2101)  
**BUSI 3309** - Project Management  
(Prerequisites: 3rd year Standing BUSI 2301 and STAT 2606)

### “Required” Marketing Concentration courses:

**BUSI 3207** - Marketing Research  
(BUSI 2208 C and STAT 2607 C-)  
**BUSI 4206** - Consumer Behaviour (**full year**)  
(3rd year standing, BUSI 2208 C)  
**BUSI 4208** - Marketing Management  
(Prerequisites: BUSI 3205 or BUSI 3207 and BUSI 2208 C in each)

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](mailto:ugadvisor@sprott.carleton.ca)

## Year 4

### Major courses:

**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**  
(4000-level Marketing courses can be used to satisfy this requirement)

If you are considering a Concentration, you should declare in Second year. Adding a Concentration after 2nd year may delay graduation. For a double concentration 6.0 credits must be completed with a Min CGPA of 8.0.

## Effective Fall 2014

Students admitted BEFORE fall 2014 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.

Marketing Electives  
2.0 credits from list:

**BUSI 3204** - Marketing New Tools and Approaches  
(Prerequisites: 3rd year standing BUSI 2208 C-)

**BUSI 3205** - Marketing Communication  
(Prerequisites: BUSI 2208 C-)

**BUSI 3208** - Business to Business Marketing I  
(Prerequisites: 3rd year standing BUSI 2208 C-)

**BUSI 4203** - Marketing for Non-Profit Organizations  
(Prerequisite: 3rd year standing BUSI 2208 C-)

**BUSI 4205** - International Marketing  
(Prerequisites: 3rd year standing BUSI 2208 C-)