



Created by: Academic Advising
2021 to 2022 Academic Year

The information included in this list is subject to change

BUSINESS ADMINISTRATION DIPLOMA PROGRAM, DIGITAL MARKETING MAJOR PROGRAM COURSE LIST **EFFECTIVE FALL 2021**

All courses in the Business Administration Program must be completed within five years of your start date.

Recommended Term	Course Code:	Course Name:	Course Credit Weight:	Availability:	Passing Grade:	Pre-requisites:	Co-requisites:	Completion Checklist:
	Click on the course name for more information.		Full time is 9 credits or more			A course that a student must pass before registering in a more advanced course.	A course that a student must be registered in at the same time as	

CORE COURSES

1	MGMT1401	Microeconomics	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	ACCT1103	Introduction to Financial Accounting	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	HRES1101	Organizational Behaviour	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	HRES2201	Introduction to Human Resources	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	MGMT1101	Introduction to Management	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	MGMT1102	Corporate Social Responsibility	3 credits	Fall/Winter/Spring	D (50% or higher)			
1	MGMT1201	Business Communication	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	MGMT1601	Business Law	3 credits	Fall/Winter/Spring	D (50% or higher)			
1 or 2	MKTG1101	Introduction to Marketing	3 credits	Fall/Winter/Spring	D (50% or higher)			
2	MGMT2401	Macroeconomics	3 credits	Fall/Winter/Spring	D (50% or higher)	MGMT1401		
3 or 4	MGMT2998	Business Strategy	3 credits	Fall/Winter/Spring	D (50% or higher)	ACCT1103, MGMT1101 & MKTG1101		

Recommended Term

Course Code:	Course Name:	Course Credit Weight:	Availability:	Passing Grade:	Pre-requisites:	Co-requisites:	Completion Checklist:
	Click on the course name for more information.	Full time is 9 credits or more Part-time is 8 credits or less.			A course that a student must pass before registering in a more advanced course.	A course that a student must be registered in at the same time as another course or completed beforehand.	

DIGITAL MARKETING MAJOR COURSES

3	DATA2301	Fundamentals of Digital Marketing Analytics	3 credits	Fall /Winter	D (50% or higher)		
3	DESN2202	Introduction to Digital Media Production	3 credits	Fall /Winter	D (50% or higher)		
3	DESN2301	User Experience Design	3 credits	Fall/Winter	D (50% or higher)		
3 or 4	Any 2000 level course in the Business Administration program		3 credits	Fall/Winter/Spring	D (50% or higher)		
3	DESN2201	Introduction of Web Design for Digital Marketing	3 credits	Fall	D (50% or higher)		
3 or 4	MGMT2102	Project Management	3 credits	Fall/Winter/Spring	D (50% or higher)		
4	MKTG2302	Advertising	3 credits	Winter/Spring	D (50% or higher)	MGMT1201 * grade of C+ is needed, MKTG1101	
3 or 4	PREL2103	Digital and Emerging Media	3 credits	Fall/Winter	D (50% or higher)	MKTG1101	
4	SODV2204	Introduction to Web Development for Digital Marketing	3 credits	Winter	D (50% or higher)		