



Created by: Academic Advising  
2021 to 2022 Academic Year

The information included in this list is subject to change

**BUSINESS ADMINISTRATION DIPLOMA PROGRAM, INTEGRATED MARKETING COMMUNICATIONS 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 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.	

**CORE COURSES**

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

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		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.	

**MARKETING MAJOR COURSES**

3 or 4	<a href="#">MGMT2102</a>	<a href="#">Project Management</a>	3 credits	Fall/Winter/Spring	D (50% or higher)			
3 or 4	<a href="#">MKTG2203</a>	<a href="#">Selling and the Customer Experience</a>	3 credits	Fall/Winter/Spring	D (50% or higher)	MGMT1201, MKTG1101		
3	<a href="#">MKTG2303</a>	<a href="#">Integrated Marketing and Communications</a>	3 credits	Fall/Winter	D (50% or higher)	MKTG1101		
4	<a href="#">PREL2104</a>	<a href="#">Content Marketing and Copywriting</a>	3 credits	Winter	D (50% or higher)	MGMT1201 with minimum C+		
3 or 4	Any 2000 level course in the Business Administration program		3 credits	Fall/Winter/Spring	D (50% or higher)			
4	<a href="#">PREL2103</a>	<a href="#">Digital and Emerging Media</a>	3 credits	Fall/Winter	D (50% or higher)	MKTG1101		

**MAJOR ELECTIVES: Choose three (3) of the following courses**

3 or 4	<a href="#">HRES2101</a>	<a href="#">Change Management</a>	3 credits	Fall/Winter/Spring	D (50% or higher)			
3 or 4	<a href="#">MFMT2901</a>	<a href="#">Introduction to Entrepreneurship</a>	3 credits	Fall/Winter/Spring	D (50% or higher)			
4	<a href="#">MKTG2302</a>	<a href="#">Advertising</a>	3 credits	Winter/Spring	D (50% or higher)	MGMT1201 * a grade of C+ is needed, MKTG1101		
3	<a href="#">PREL2101</a>	<a href="#">Public Relations</a>	3 credits	Fall	D (50% or higher)	MGMT1201 * a grade of C+ is needed, MKTG1101		
4	<a href="#">TOUR2205</a>	<a href="#">Event Marketing</a>	3 credits	Fall/Winter	D (50% or higher)	MKTG1101		