



Created by: Academic Advising  
2022 to 2023 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 2022**

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:
			Full time is 9 credits or more Part-time is 8 credits or less.	Fall/ Winter/ Spring	D (50% or higher) Requirements:	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: All ten (10) courses must be completed								
1	MGMT1401	Microeconomics <b>**must be taken in the first term**</b>	3 credits	F/W/S	D (50% or higher)			
	2	MGMT2401	Macroeconomics	3 credits	F/W/S	D (50% or higher)	MGMT1401	
These courses can be taken in term 1 or term 2	ACCT1103	Introduction to Financial Accounting	3 credits	F/W/S	D (50% or higher)			
	HRES1101	Organizational Behaviour	3 credits	F/W/S	D (50% or higher)			
	HRES2201	Introduction to Human Resources	3 credits	F/W/S	D (50% or higher)			
	MGMT1101	Introduction to Management	3 credits	F/W/S	D (50% or higher)			
	MGMT1102	Introduction to Organizations and Sustainability	3 credits	F/W/S	D (50% or higher)			
	MGMT1201	Business Communication	3 credits	F/W/S	D (50% or higher)			
	MGMT1601	Business Law	3 credits	F/W/S	D (50% or higher)			
MKTG1101	Introduction to Marketing	3 credits	F/W/S	D (50% or higher)				

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			Full time is 9 credits or more Part-time is 8 credits or less.	Fall/ Winter/ Spring		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.	

INTEGRATED MARKETING COMMUNICATIONS MAJOR COURSES: All NINE (9) courses must be completed								
3	MKTG2103	Applied Marketing	3 credits	F/W/S	D (50% or higher)	MKTG1101		
	4	MKTG2303	Integrated Marketing Communications	3 credits	Fall/Winter	D (50% or higher)	MKTG1101, MKTG2103	
These courses can be taken in term 3 or term 4	DATA2301	Fundamentals of Digital Marketing Analytics	3 credits	Fall/Winter	D (50% or higher)			
	DESN1201	Introduction to Digital Media Production	3 credits	Fall/Winter	D (50% or higher)			
	DESN2201	Introduction to Web Design for Digital Marketing	3 credits	Fall/Winter	D (50% or higher)			
	MKTG2203	Selling and the Customer Experience	3 credits	F/W/S	D (50% or higher)	MKTG1101, MGMT1201		
	MKTG2304	Digital and Emerging Media	3 credits	Fall/Winter	D (50% or higher)	MKTG1101		
	MKTG2402	Brand, Content and Copywriting	3 credits	Fall/Winter	D (50% or higher)	MGMT1201 * a grade of C + is needed, MKTG1101		
	MGMT2998	Business Strategy	3 credits	F/W/S	D (50% or higher)	ACCT1103, MGMT1101 & MKTG1101		

**OPEN ELECTIVE: Choose one (1) 2000 level course from the Business Administration program. List is on the next page.**

**OPEN ELECTIVE: Choose one (1) of the of the following 2000 level course from the Business Administration program:**

<b>These courses can be taken in term 3 or term 4</b>	ACCT2101	Intermediate Financial Accounting I	F/W/S	MGMT1302	Computer Applications	F/W/S
	ACCT2102	Intermediate Financial Accounting II	Fall/Winter	MGMT1501	Business Mathematics	Fall/Winter
	ACCT2201	Management Accounting I	F/W/S	MGMT2102	Project Management	F/W/S
	ACCT2202	Management Accounting II	Fall/Winter	MGMT2301	Microsoft Excel	F/W/S
	ACCT2303	Personal & Corporate Taxation	F/W/S	MGMT2302	Computerized Accounting for Management	F/W/S
	ACCT2501	Auditing	Winter	MGMT2303	Management Information Systems	Fall
	DATA2301	Fundamentals of Digital Marketing Analytics	Fall/Winter	MGMT2503	Introductory Statistics for Business Disciplines	F/W/S
	DESN2201	Introduction to Web Design for Digital Marketing	Fall/Winter	MGMT2801	International Business	Fall/Winter
	DESN1202	Introduction to Digital Media Production	Fall/Winter	MGMT2802	International Business and Culture	Spring
	DESN2301	User Experience Design	Fall/Winter	MGMT2901	Introduction to Entrepreneurship	F/W/S
	FNSR2101	Introduction to Insurance & Risk Management	Fall/Winter	MKTG2103	Applied Marketing	F/W/S
	FNSR2102	Insurance on Property	Winter	MKTG2203	Selling and the Customer Experience	F/W/S
	FNSR2103	Insurance Against Liability	Fall	MKTG2303	Integrated Marketing Communications	Fall/Winter
	FNSR2104	Automobile Insurance	Fall	MKTG2304	Digital and Emerging Media	Fall/Winter
	FNSR2105	Essentials of Loss Adjusting	Winter	MKTG2402	Brand, Content and Copywriting	Fall/Winter
	FNSR2106	Underwriting Essentials	Fall	SCMT2101	Introduction to Supply Chain Management	F/W/S
	FNSR2107	Essential Skills for Insurance Broker & Agent	Winter	SCMT2201	Operations Management I	F/W/S
	FNSR2201	Business Finance	F/W/S	SCMT2301	Procurement	Winter
	FNSR2301	Financial Markets & Products	Fall	SCMT2401	Logistics and Transportation	Winter
	FNSR2302	Personal Financial Planning I	Fall	SCMT2501	Inventory and Materials Management	Winter
	FNSR2303	Investment Funds in Canada	Winter	SCMT2601	Quality Management	Winter
	FNSR2304	Personal Financial Planning II	Winter	TOUR2104	Sustainable Development	Spring
	FNSR2401	Risk Management Principles & Practice	F/W/S			
	FNSR2402	Risk Assessment & Treatment	Fall			
	FNSR2403	Risk Financing	Winter			
	HRES2101	Change Management	F/W/S			
	HRES2202	Recruitment and Selection	F/W/S			
	HRES2203	Compensation and Benefits	F/W/S			
	HRES2301	Employment Law	F/W/S			
	HRES2302	Labor Relations	F/W/S			
HRES2303	Occupational Health & Safety	F/W/S				
HRES2401	Employee Learning and Development	F/W/S				

**A passing grade for all these courses is D (50 % or higher), and all courses are worth 3 credits**