

2023 to 2024 Academic Year

The information included in this list is subject to change

BUSINESS A	ADMINISTRATION DIPLOMA PROGRAM, INTEGRATED MARKETI	NG COMMUNICATI	ONS MAJOR PROGR	AM COURSE LIST		
ist is effect	tive September 5, 2023 to August 23, 2024. Learners follow the	Program Course Li	st in place at the sta	rt of their program.		
learners h	nave 5 years to complete the Business Administration (BA) diploma proc	Iram			
	INFORMATION ABOUT THIS PROGRAM					
Course avail	lability and program requirements are determined by the Chiu Scho	ol of Business				
	n requirements that were in effect on the date that the learner bega		ose that need to be fu	lfilled in order to grad		
		tilen programare u	lose that need to be it	inited in order to grad	uate.	
	bility listed is only for the 2023/2024 Academic Year.					
	lass capacity is determined by the department offering the course.	- J				
-	es are courses that must be completed before taking a more advance					
	es are courses that must be taken before or at the same time as anot					
earners ma	ay attempt a course a maximum of 3 times. This includes withdrawir	ig from a course.				Checklist
Term	Course	Credits	Availability	Passing grade	Pre-requisite	(for learner use)
	CORE COURSES: All 10 courses must be completed					
1	MGMT1401 Microeconomics	3	Fall/Winter/Spring	D (50% or higher)		
	must be taken in the first term					
2	MGMT2401 Macroeconomics	3	Fall/Winter/Spring	D (50% or higher)	MGMT1401	
	ACCT1103 Introduction to Financial Accounting	3	Fall/Winter/Spring	D (50% or higher)		
	HRES1101 Organizational Behaviour	3	Fall/Winter/Spring	D (50% or higher)		
	HRES2201 Introduction to Human Resources	3	Fall/Winter/Spring	D (50% or higher)		
1 or 2	MGMT1101 Introduction to Management	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1102 Introduction to Organizations and Sustainability MGMT1201 Business Communication	3	Fall/Winter/Spring Fall/Winter/Spring	D (50% or higher) D (50% or higher)		
	MGMT1201 Business Communication MGMT1601 Business Law	3	Fall/Winter/Spring	D (50% or higher)		
	MKTG1101 Introduction to Marketing	3	Fall/Winter/Spring	D (50% or higher)		
3	INTEGRATED MARKETING COMMUNICATIONS MAJOR COU	RSES: All 9 course	s must be comple			
	DATA2301 Fundamentals of Digital Marketing Analytics	3	Fall/Winter	D (50% or higher)		
	DESN1201 Introduction to Digital Media Production	3	Fall/Winter	D (50% or higher)		
	DESN2201 Introduction to Web Design for Digital Marketing	3	Fall/Winter	D (50% or higher)	MONTION :	
	MKTG2402 Brand, Content and Copywriting	3	Fall/Winter	D (50% or higher)	MGMT1201 * a grade of C + is needed & MKTG1101	
	MKTG2303 Integrated Marketing Communications		E-11/teriment	$\mathbf{D}(500)$ and $\mathbf{b}(\mathbf{s})$		
	-	3	Fall/Winter	D (50% or higher)	MKTG1101, MKTG2103	
	MVTC2102 Applied Marketing	2	Fall/Winter/Spring	D(50% or higher)	MVTC1101	
4	MKTG2103 Applied Marketing MKTG2203 Selling and the Customer Experience	3	Fall/Winter/Spring Fall/Winter/Spring	D (50% or higher) D (50% or higher)	MKTG1101 MKTG1101. MGMT1201	
4	MKTG2103 Applied Marketing MKTG2203 Selling and the Customer Experience MKTG2304 Digital and Emerging Media		Fall/Winter/Spring Fall/Winter/Spring Fall/Winter	D (50% or higher) D (50% or higher) D (50% or higher)	MKTG1101 MKTG1101, MGMT1201 MKTG1101	
4	MKTG2203 Selling and the Customer Experience	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101, MGMT1201	
4	MKTG2203 Selling and the Customer Experience MKTG2304 Digital and Emerging Media	3 3 3	Fall/Winter/Spring Fall/Winter Fall/Winter/Spring	D (50% or higher) D (50% or higher) D (50% or higher)	MKTG1101, MGMT1201 MKTG1101 ACCT1103, MGMT1101 & MKTG1101	
4	MKTG2203 Selling and the Customer Experience MKTG2304 Digital and Emerging Media MGMT2998 Business Strategy	3 3 3 of the following 2	Fall/Winter/Spring Fall/Winter Fall/Winter/Spring 000 level course fr	D (50% or higher) D (50% or higher) D (50% or higher) O (50% or higher) om the Business A	MKTG1101, MGMT1201 MKTG1101 ACCT1103, MGMT1101 & MKTG1101 dmistration program:	es.
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