

**BUSINESS ADMINISTRATION DIPLOMA PROGRAM, INTEGRATED MARKETING COMMUNICATIONS MAJOR PROGRAM COURSE LIST**

List is effective September 5, 2023 to August 23, 2024. Learners follow the Program Course List in place at the start of their program.

**Learners have 5 years to complete the Business Administration (BA) diploma program**
**IMPORTANT INFORMATION ABOUT THIS PROGRAM**

Course availability and program requirements are determined by the Chiu School of Business

The program requirements that were in effect on the date that the learner began their program are those that need to be fulfilled in order to graduate.

Term availability listed is only for the 2023/2024 Academic Year.

Maximum class capacity is determined by the department offering the course.

Pre-requisites are courses that must be completed before taking a more advanced course.

Co-requisites are courses that must be taken before or at the same time as another course.

Learners may attempt a course a maximum of 3 times. This includes withdrawing from a course.

Term	Course	Credits	Availability	Passing grade	Pre-requisite	Checklist (for learner use)
<b>CORE COURSES: All 10 courses must be completed</b>						
1	MGMT1401 Microeconomics **must be taken in the first term**	3	Fall/Winter/Spring	D (50% or higher)		
2	MGMT2401 Macroeconomics	3	Fall/Winter/Spring	D (50% or higher)	MGMT1401	
1 or 2	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)		
	MGMT1101 Introduction to Management	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1102 Introduction to Organizations and Sustainability	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1201 Business Communication	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1601 Business Law	3	Fall/Winter/Spring	D (50% or higher)		
	MKTG1101 Introduction to Marketing	3	Fall/Winter/Spring	D (50% or higher)		
<b>INTEGRATED MARKETING COMMUNICATIONS MAJOR COURSES: All 9 courses must be completed</b>						
3	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)		
	MKTG2402 Brand, Content and Copywriting	3	Fall/Winter	D (50% or higher)	MGMT1201 * a grade of C+ is needed & MKTG1101	
4	MKTG2303 Integrated Marketing Communications	3	Fall/Winter	D (50% or higher)	MKTG1101, MKTG2103	
	MKTG2103 Applied Marketing	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101	
	MKTG2203 Selling and the Customer Experience	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101, MGMT1201	
	MKTG2304 Digital and Emerging Media	3	Fall/Winter	D (50% or higher)	MKTG1101	
	MGMT2998 Business Strategy	3	Fall/Winter/Spring	D (50% or higher)	ACCT1103, MGMT1101 & MKTG1101	
<b>OPEN ELECTIVE: Choose 1 of the of the following 2000 level course from the Business Administration program:</b>						
<b>Can be taken in term 3 or 4. Each course is worth 3 credits and a passing grade is D (50% or higher), and there are no pre-requisites for the Open Electives.</b>						
	Course	Availability	Course	Availability		
	ACCT2101 Intermediate Financial Accounting I	Fall/Winter/Spring	HRES2203 Compensation and Benefits	Fall/Winter/Spring		
	ACCT2102 Intermediate Financial Accounting II	Fall and Winter	HRES2301 Employment Law	Fall/Winter/Spring		
	ACCT2201 Management Accounting I	Fall/Winter/Spring	HRES2302 Labor Relations	Fall/Winter/Spring		
	ACCT2202 Management Accounting II	Fall and Winter	HRES2303 Occupational Health & Safety	Fall/Winter/Spring		
	ACCT2303 Personal & Corporate Taxation	Fall/Winter/Spring	HRES2401 Employee Learning and Development	Fall/Winter/Spring		
	ACCT2501 Auditing	Winter	MGMT1302 Computer Applications	Fall/Winter/Spring		
	DATA2301 Fundamentals of Digital Marketing Analytics	Fall and Winter	MGMT1501 Business Mathematics	Fall and Winter		
	DESN2201 Introduction to Web Design for Digital Marketing	Fall and Winter	MGMT2102 Project Management	Fall/Winter/Spring		
	DESN1202 Introduction to Digital Media Production	Fall and Winter	MGMT2301 Microsoft Excel	Fall/Winter/Spring		
	DESN2301 User Experience Design	Fall and Winter	MGMT2302 Computerized Accounting for Management	Fall/Winter/Spring		
	FNSR2101 Introduction to Insurance & Risk Management	Fall and Winter	MGMT2303 Management Information Systems	Fall		
	FNSR2102 Insurance on Property	Winter	MGMT2503 Quantitative Methods	Fall/Winter/Spring		
	FNSR2103 Insurance Against Liability	Fall	MGMT2801 International Business	Fall and Winter		
	FNSR2104 Automobile Insurance	Fall	MGMT2802 International Business and Culture	Spring		
	FNSR2105 Essentials of Loss Adjusting	Winter	MGMT2901 Introduction to Entrepreneurship	Fall/Winter/Spring		
	FNSR2106 Underwriting Essentials	Fall	MKTG2103 Applied Marketing	Fall/Winter/Spring		
	FNSR2107 Essential Skills for Insurance Broker & Agent	Winter	MKTG2203 Selling and the Customer Experience	Fall/Winter/Spring		
	FNSR2201 Business Finance	Fall/Winter/Spring	MKTG2303 Integrated Marketing Communications	Fall and Winter		
	FNSR2301 Financial Markets & Products	Fall	MKTG2304 Digital and Emerging Media	Fall and Winter		
	FNSR2302 Personal Financial Planning I	Fall	MKTG2402 Brand, Content and Copywriting	Fall and Winter		
	FNSR2303 Investment Funds in Canada	Winter	SCMT2101 Introduction to Supply Chain Management	Fall/Winter/Spring		
	FNSR2304 Personal Financial Planning II	Winter	SCMT2201 Operations Management I	Fall/Winter/Spring		
	FNSR2401 Risk Management Principles & Practice	Fall/Winter/Spring	SCMT2301 Procurement	Winter		
	FNSR2402 Risk Assessment & Treatment	Fall	SCMT2401 Logistics and Transportation	Winter		
	FNSR2403 Risk Financing	Winter	SCMT2501 Inventory and Materials Management	Winter		
	HRES2101 Change Management	Fall/Winter/Spring	SCMT2601 Quality Management	Winter		
	HRES2202 Talent Acquisition and Engagement	Fall/Winter/Spring	TOUR2104 Sustainable Development	Spring		
<b>TOTAL CREDITS</b>		60	<b>A full time course load is 9 credits or more. A part time course load is 8 credits or less.</b>			