BowValley COLLEGE | Office of the Registrar and Enrolment Services

BUSINESS ADMINISTRATION DIPLOMA PROGRAM, DIGITAL MARKETING MAJOR COURSE LIST — FOR STUDENTS STARTING FALL 2019

Subject to change

Recommended Term:	Course Code:	Course Name: *please note, courses are listed in the recommended program progression order and term*	Course Credit Weight: *A full-time course load is 9 credits or more*	Availability: course delivery: C-classroom O- Online B-Blended **Fall 2019**	Availability: course delivery: C-classroom O- Online B-Blended **Winter 2020**	Availability: course delivery: C-classroom O- Online B-Blended **Spring 2020**	Pre-requisites: A course that a learner must pass or other condition that must be met before registering in a more advanced course.	Completion Checklist: (for Learner use) *please refer to the Program Content Guide for program progression and completion requirements*
CORE COURSES								
1	MGMT1401	Microeconomics	3 credits	C,O	C,O	C,O		
1 or 2	ACCT1103	Introduction to Financial Accounting	3 credits	C,O	C,O	C,O		
1 or 2	HRES1101	Organizational Behaviour	3 credits	C,O	C,O	C,O		
1 or 2	HRES2201	Introduction to Human Resources	3 credits	C,O	C,O	C,O		
1 or 2	MGMT1101	Introduction to Management (online only)	3 credits	O	O	O		
1 or 2	MGMT1102	Corporate Social Responsibility	3 credits	C,O	C,O	C,O		
1 or 2	MGMT1201	Business Communication	3 credits	C,O	C,O	C,O		
1 or 2	MGMT1601	Business Law	3 credits	C,O	C,O	C,O		
1 or 2	MKTG1101	Introduction to Marketing	3 credits	C,O	C,O	C,O		
2	MGMT2401	Macroeconomics	3 credits	C,O	C,O	C,O	MGMT1401	
3 or 4	MGMT2998	Business Strategy	3 credits	C,O	C,O	C,O	ACCT1103 or ACCT1101, MGMT1101 & MKTG1101	
1, 2, 3 or 4	Open elective	Any 2000 Level Course in the Business Administration Program	3 credits				Recommended elective: MGMT2303 Management Information Systems	
DIGITAL MARKETING MAJOR COURSES								
3 or 4	DATA2301	Fundamentals of Digital Marketing Analytics**	3 credits	C	C			
3 or 4	DESN2201	Introduction to Web Design for Digital Marketing**	3 credits	C	C			
3 or 4	DESN2202	Introduction to Digital Media Production**	3 credits	O	O			
3 or 4	DESN2301	User Experience Design**	3 credits	C	C			
3 or 4	MGMT2102	Project Management	3 credits	C,O	C,O	C		
3 or 4	MKTG2302	Advertising	3 credits	O	C	O	MKTG1101	
3 or 4	PREL2103	Digital and Emerging Media	3 credits	O	C	O	MKTG1101	
3 or 4	SODV2204	Introduction to Web Development for Digital Marketing**	3 credits	C	C			

CO-OP EXPERIENCE (Optional)

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1	TOWES	Test of Workplace Essential Skills	0 credits	Testing is only available at the beginning of each term.				
2, 3, or 4	ADMN9998	Employment Preparation	0 credits ($150)	C,O	C,O	C,O	Completion of 30 program credits in the Business Administration Diploma program	
3, 4, or 5	COOP9998	Co-op Work Term	0 credits ($450)	Available to students who secure a work position.			*Minimum 3.0 GPA *Achieve a B or higher in MGMT1201 Business Communication *Complete Test of Workplace Essential Skills (TOWES) *Complete Co-op Application Process *Complete 30 program course credits *Complete Employment Preparation Course (ADMN9998)	

PART-TIME STATUS: 6 CREDITS OR LESS   FULL-TIME STATUS: 9 CREDITS OR MORE   MAXIMUM CREDITS ALLOWED PER TERM: 15

(**indicates courses that require specific computer specs)
- Intel quad core CPU (i5 or i7)
- 8GB RAM (16GB recommended)
- 13" 1080p screen (15" recommended)
- Dedicated graphics card with 2GB of VRam (4GB recommended)
- 256GB Solid State hard drive (512GB recommended)
- Portable Hard Drive (for data backup)
- Windows 10

*Equivalent specification in an Apple MacBook Pro is acceptable

Revised: June 5, 2019