

**BUSINESS ADMINISTRATION DIPLOMA PROGRAM, INTEGRATED MARKETING COMMUNICATIONS**
FOR STUDENTS STARTING FALL 2019

All courses in the Business Administration Diploma Program must be completed within five years of the original start date.								Subject to change	
Recommended Term:	Course Code:	Course Name:	Course Credit Weight:	Availability: course delivery:	Availability: course delivery:	Availability: course delivery:	course	Pre-requisites:	Completion Checklist:
		*please note, courses are listed in the recommended program progression order and term*	*A full-time course load is 9 credits or more*	C-classroom O- Online B-Blended	C-classroom O- Online Blended	C-classroom O- Online Blended	C- O- B-	A course that a learner must pass or other condition that must be met before registering in a more advanced course.	(for Learner use) *please refer to the Program Content Guide for program progression and completion requirements*
				Fall 2019	Winter 2020	Spring 2020			
<b>CORE COURSES</b>									
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						
<b>MARKETING MAJOR COURSES</b>									
1, 2, 3 or 4	MGMT2102	Project Management	3 credits	C,O	C,O	C			
1, 2, 3 or 4	MKTG2203	Selling and the Customer Experience	3 credits	C,O	C,O	O			
3 or 4	MKTG2302	Advertising	3 credits	O	C	O		MKTG1101	
3 or 4	MKTG2303	Integrated Marketing and Communications	3 credits	O	C	O		MKTG1101	
1, 2, 3 or 4	PREL2101	Public Relations	3 credits	C	O	O			
3 or 4	PREL2103	Digital and Emerging Media	3 credits	O	C	O		MKTG1101	
3 or 4	PREL2104	Content Marketing and Copywriting	3 credits	C	O	O		MGMT1201 with minimum C+	
3 or 4	TOUR2205	Event Marketing	3 credits	O	C	O		MKTG1101	
<b>CO-OP EXPERIENCE (Optional)</b>									
Recommended Term:	Course Code:	Course Name:	Course Credit Weight:	Availability: course delivery:	Availability: course delivery:	Availability: course delivery:	course	Pre-requisites:	Completion Checklist:
		*please note, courses are listed in the recommended program progression order and term*		C-classroom O- Online B-Blended	C-classroom O- Online Blended	C-classroom O- Online Blended	C- O- B-		(for Learner use) *please refer to the Program Content Guide for program progression and completion requirements*
				Fall 2019	Winter 2020	Spring 2020			
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 and MGMT1302 Computer Applications *Complete Test of Workplace Essential Skills (TOWES) *Complete Co-op Application Process *Complete 30 program course credits *Complete Employment Preparation Course (ADMN9998) *Receive departmental approval	

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