

BUSINESS ADMINISTRATION DIPLOMA PROGRAM, DIGITAL MARKETING MAJOR COURSE LIST **FOR STUDENTS STARTING FALL 2020**

All courses in the Business Administration Diploma Program must be completed within five years of the original start date. Subject to change

		Course Name:		Availability:	Pre-requisites:	Completion Checklist:
Recommended Term:	Course Code:	*please note, courses are listed in the recommended program progression order and term*	Course Credit Weight:	Fall Winter Spring	A course that a learner must pass before registering in a more advanced course.	(for Learner use) *please refer to the Program Content Guide for program progression and completion requirements*

CORE COURSES

1	MGMT1401	Microeconomics	3 credits	Fall/ Winter/ Spring		
1 or 2	ACCT1103	Introduction to Financial Accounting	3 credits	Fall/ Winter/ Spring		
1 or 2	HRES1101	Organizational Behaviour	3 credits	Fall/ Winter/ Spring		
1 or 2	HRES2201	Introduction to Human Resources	3 credits	Fall/ Winter/ Spring		
1 or 2	MGMT1101	Introduction to Management	3 credits	Fall/ Winter/ Spring		
1 or 2	MGMT1102	Corporate Social Responsibility	3 credits	Fall/ Winter/ Spring		
1 or 2	MGMT1201	Business Communication	3 credits	Fall/ Winter/ Spring		
1 or 2	MGMT1601	Business Law	3 credits	Fall/ Winter/ Spring		
1 or 2	MKTG1101	Introduction to Marketing	3 credits	Fall/ Winter/ Spring		
2	MGMT2401	Macroeconomics	3 credits	Fall/ Winter/ Spring	MGMT1401	
3 or 4	MGMT2998	Business Strategy	3 credits	Fall/ Winter/ Spring	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	Fall/ Winter		
3 or 4	DESN2201	Introduction to Web Design for Digital Marketing**	3 credits	Fall/ Winter		
3 or 4	DESN2202	Introduction to Digital Media Production**	3 credits	Fall/ Winter		
3 or 4	DESN2301	User Experience Design**	3 credits	Fall/ Winter		
3 or 4	MGMT2102	Project Management	3 credits	Fall/ Winter/ Spring		
3 or 4	MKTG2302	Advertising	3 credits	Fall/ Winter/ Spring	MGMT1201 & MKTG1101	
3 or 4	PREL2103	Digital and Emerging Media	3 credits	Fall/ Winter/ Spring	MKTG1101	
3 or 4	SODV2204	Introduction to Web Development for Digital Marketing**	3 credits	Fall/ Winter		

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)	Fall/ Winter/ Spring	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