

BUSINESS ADMINISTRATION DIPLOMA PROGRAM, DIGITAL MARKETING MAJOR COURSE LIST **EFFECTIVE FALL 2018**

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: <small>*please note, courses are listed in the recommended program progression order and term*</small>	Course Credit Weight: <small>*A full-time course load is 9 credits or more*</small>	Availability: course delivery: C-classroom O-Online B-Blended	Availability: course delivery: C-classroom O-Online B-Blended	Availability: course delivery: C-classroom O-Online B-Blended	Availability: course delivery: C-classroom O-Online B-Blended	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: <small>(for Learner use)</small> *please refer to the Program Content Guide for program progression and completion requirements*
				Fall 2018	Winter 2019	Spring 2019	Fall 2019		
CORE COURSES									
1 or 2	ACCT1103	Introduction to Financial Accounting	3 credits	C,O	C,O	C,O	C,O		
1 or 2	HRES1101	Organizational Behaviour	3 credits	C,O	C,O	C,O	C,O		
1 or 2	HRES2201	Introduction to Human Resources	3 credits	C,O	C,O	C,O	C,O		
1 or 2	MGMT1101	Introduction to Management (online only)	3 credits	O	O	O	O		
1 or 2	MGMT1102	Corporate Social Responsibility	3 credits	C,O	C,O	C,O	C,O		
1 or 2	MGMT1201	Business Communication	3 credits	C,O	C,O	C,O	C,O		
1 or 2	MGMT1401	Microeconomics	3 credits	C,O	C,O	C,O	C,O		
1 or 2	MGMT1601	Business Law	3 credits	C,O	C,O	C,O	C,O		
2	MGMT2401	Macroeconomics	3 credits	C,O	C,O	C,O	C,O		MGMT1401
1 or 2	MKTG1101	Introduction to Marketing	3 credits	C,O	C,O	C,O	C,O		
3 or 4	MGMT2998	Business Strategy	3 credits	C,O	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		C		
3 or 4	DESN2201	Introduction to Web Design for Digital Marketing**	3 credits	C	C		C		
3 or 4	DESN2202	Introduction to Digital Media Production**	3 credits	O	O		O		
3 or 4	DESN2301	User Experience Design**	3 credits	C	C		C		
3 or 4	MGMT2102	Project Management	3 credits	C,O	C,O	O	C,O		
3 or 4	MKTG2302	Advertising	3 credits	O	C	O	O		
3 or 4	PREL2103	Digital and Emerging Media	3 credits	O	C	O	C		MKTG1101
3 or 4	SODV2204	Introduction to Web Development for Digital Marketing**	3 credits	C	C		C		
CO-OP EXPERIENCE (Optional)									
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				Fall 2018	Winter 2019	Spring 2019	Fall 2019		
1	TOWES	Test of Workplace Essential Skills	0 credits	O	O	O	O		
2, 3, or 4	ADMN9998	Employment Preparation	0 credits (\$150)	O	O	O	O		Completion of 30 program credits in the Business Administration Diploma program
3, 4, or 5	COOP9998	Co-op Work Experience	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) *Receive departmental approval

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